

The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA

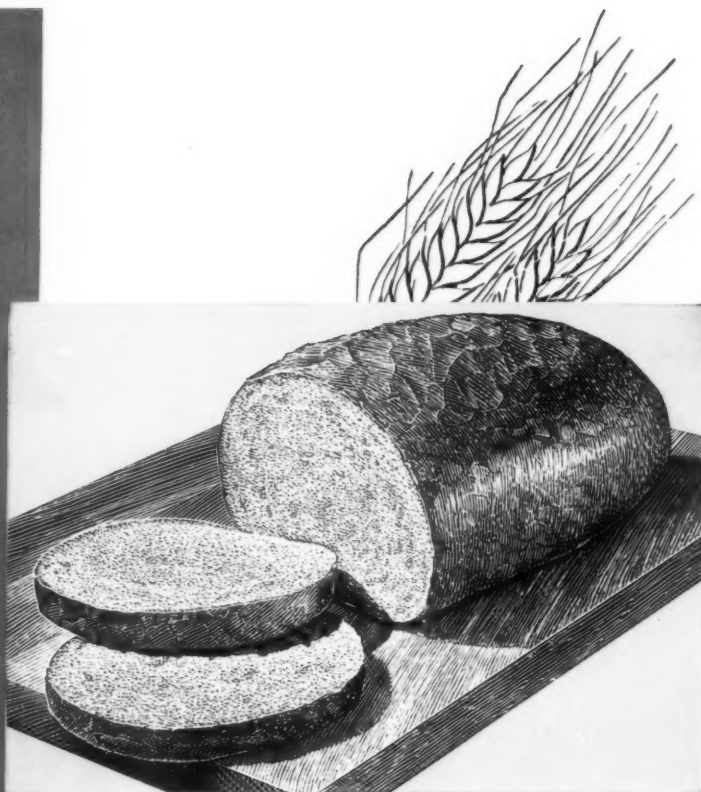


Volume 25
Number 1

JANUARY, 1957

25c. a copy
\$2 a year

Rye Sales Are Profit Sales



For More Flavorful Rye
Breads Use International's
Gold Coin Rye Flours

- Pure White Rye
- Pure Light Rye
- Pure Cream Rye
- Pure Cream Special Rye
- Pure Dark Rye
- Rye Meal and Rye Chop
- Rye Blends—Cream, Dark
and Pumpernickel

Flavorful, quality rye breads help meet the growing demand for variety—earn premium profits, too!

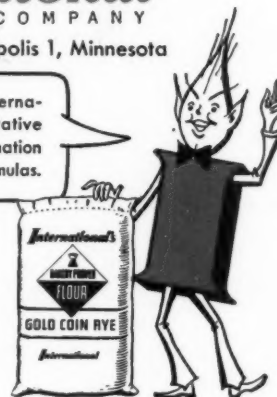
International's modern milling systems are now producing the most complete line of fresh rye flours available—anywhere! Whatever your specialty baking need—there's an International Gold Coin Rye Flour that's just right for the job.



International
MILLING COMPANY

General Offices: Minneapolis 1, Minnesota

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You can always tell a well-disciplined symphonic string section by the precise, simultaneous movement of violin bows. Likewise, bakers judge Russell-Miller Bakery Flours by the unvarying way these fine flours perform from one delivery to the next. In fact it's a BIG reason you always get the *best* results . . . the *same* results . . . every time you use Russell-Miller Bakery Flours. The word for it is . . .

Uniformity

RUSSELL-MILLER Bakery Flours

Minneapolis 15, Minnesota

Millers of Superb Bakery Flours including OCCIDENT, PRODUCER, SWEET LOAF, SWEET LOAF SPECIAL, EACO, SUNBURST, GOLD HEART, KYROL, OCCIDENT 100% WHOLE WHEAT, POWERFUL, BALTIC, AMERICAN BEAUTY SPECIAL, AMERICAN BEAUTY BAKERS, RELIABLE, AMERICAN BEAUTY CAKE, ROYAL PATENT and WHITE SPRAY.

See you at
ARBA CONVENTION
March 17-20
in New Orleans

The American Baker

Published Monthly for the Bakers of America by
THE MILLER PUBLISHING CO.



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Millers of Hard and Soft Wheat Flour

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GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
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CENTENNIAL CAKE FLOUR
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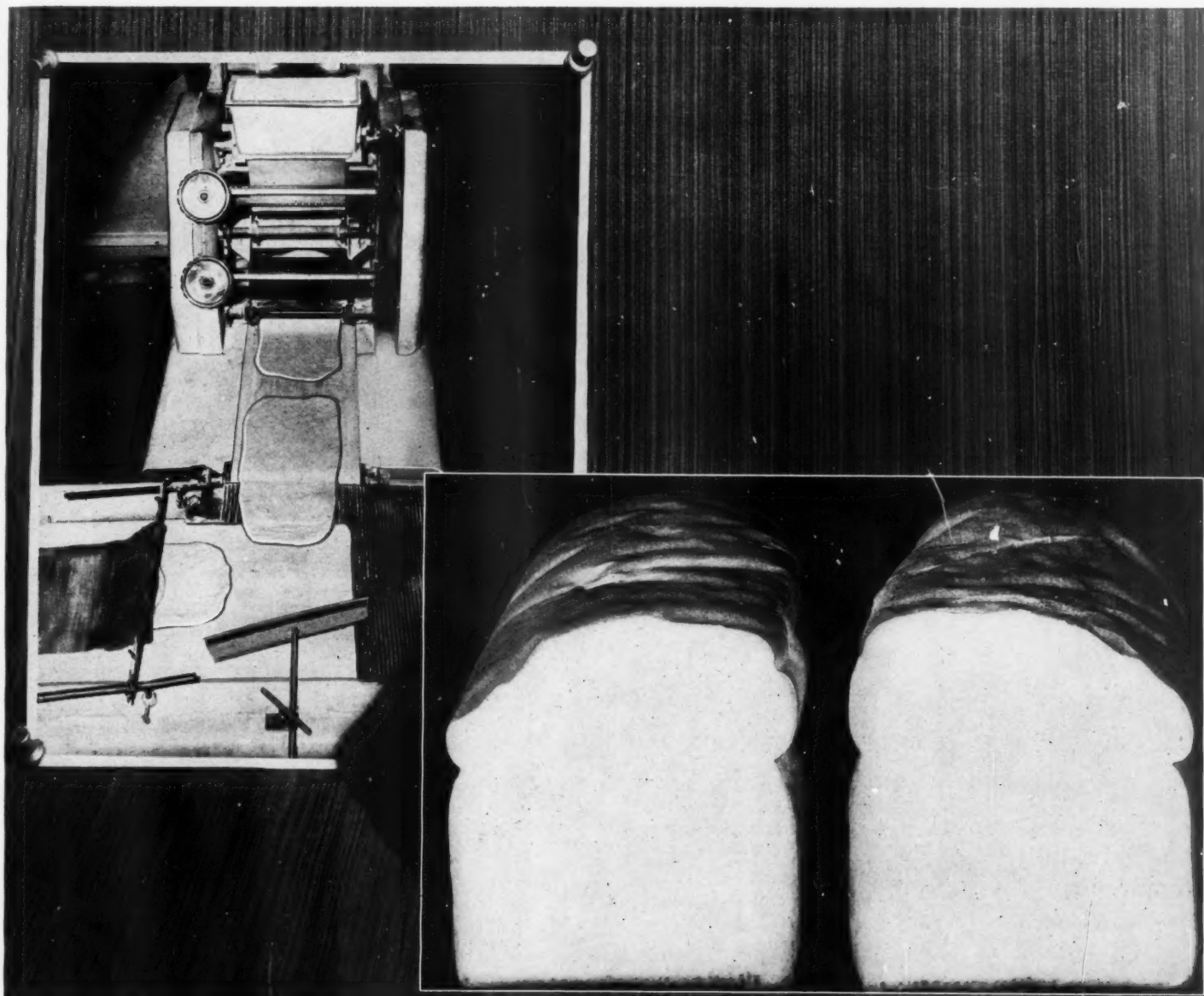
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Terminal
Storage



NEW SPOKANE MILL... ONE OF
THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

Good Flour = Pliable Doughs Pliable Doughs = Good Sheeting
Good Sheeting = Good Texture Good Texture = Increased Sales



Bay State Flours

UNSURPASSED IN UNIFORMITY, TOLERANCE

Bakers using 100% BAY STATE Flours are producing the finest quality bread
in their respective markets

Before placing your next flour order, get the BAY STATE story!

—EXCLUSIVELY FOR BAKERS—

Bay State MILLING COMPANY

GENERAL OFFICES: WINONA, MINNESOTA

LEAVENWORTH, KANSAS

**Bemis multiwalls
are the way
you want 'em...**

Rough

ROUGH Outer Sheets—Bemis' Ruf-Grip paper gives you non-skid stacking, safer shipping, easier handling. Available if you wish.

and

Smooth

SMOOTH Inner Sheets—Bemis Multiwall Flour Bags have smooth inner sheets, give maximum efficiency in dumping with minimum loss of flour and least consumption of time. Your baker customers appreciate this.

You're ahead when you pack and ship in Bemis Multiwalls.

Bemis



General Offices—St. Louis 2, Mo.
Sales Offices in Principal Cities



Also in the Bemis family...for the milling industry



Bemilite (Dress Print)
Cotton Bags



Cotton Sheeting Bags



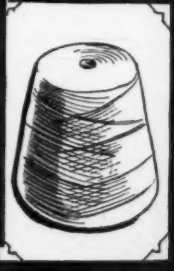
Small Paper Bags



Becate White Blue-
lined Flour Bags



Burlap Bags



Bemis Special Thread



*proving that old habits
can be costly*



Sweetheart Cake promotion doesn't

Thousands of bakers have proved the popularity of Sweetheart Cake since first it was introduced in 1938. They found that customers love the beauty and tastiness of a heart-shaped white cake, frosted with pink icing. They like the idea of a "special" cake for Valentine giving . . . and eating.

The 1957 Sweetheart Cake promotion is the result of continued development and improvement . . . and promises even greater profits. The cake has a *new* look, topped by heart-enclosed kissing sweethearts and set

off by a lacy doily. And General Mills offers you a **hard-selling promotion kit** containing: a full-color poster, plastic cake ornament, window streamer, doily, salesgirl's headband, direct mail postcard, cake board, band and promotion-formula booklet of newspaper ads, displays and radio-TV scripts.

That's Not All! This year you can get an attractive cake stand for counter display plus heart-shaped metal pans and cake boards.

Talk to your General Mills salesman about your 1957

Here are your promotion materials to sell Sweetheart Cake for Valentine's Day



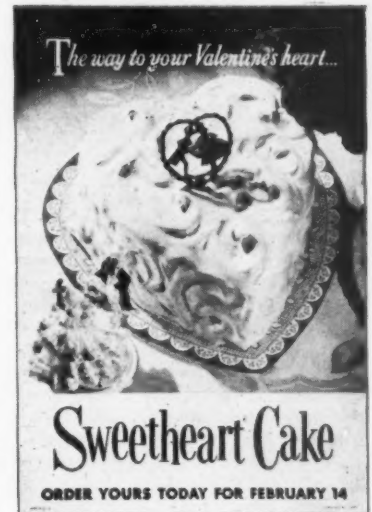
DISPLAY STAND



CAKE ORNAMENT



CAKE BOX BAND



POSTER



DOILY



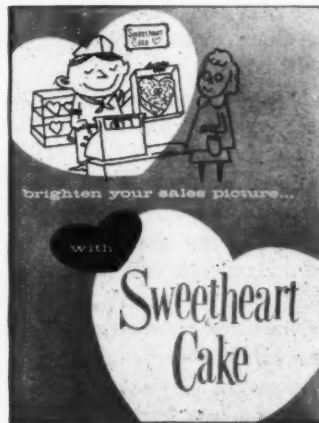
STREAMER



SALESGIRL'S HEADBAND



HEART-SHAPED METAL PANS



COMPLETE PROMOTION BOOKLET



NEWSPAPER MATS



DIRECT MAIL POSTCARD

new look" for profits in '57!

you Sweetheart Cake promotion materials. He'll see that you get yours in plenty of time for early planning. Ask him, too, about Softasilk Cake Flour for Sweetheart cake... the flour designed to make your cakes taste delicious as they look.

Order your 1957 Sweetheart Cake promotion materials from your General Mills Salesman.

BAKERY SALES SERVICE

MINNEAPOLIS 1, MINNESOTA





Because we are *bakery flour specialists*, our contacts with our baker-customers are necessarily based on a complete understanding of bakers' problems, bakers' requirements . . . and actuated by the sincere desire to provide constant *dependable service*.

That's why our contacts with grain growers and suppliers are more definite, more detailed and exacting . . . with dependable *baking* perfection in mind, always.

That's why we invest millions of dollars each year in the finest wheats of each new crop.

That's why we select, pre-test, purchase and store only those wheats that will best produce the flours certain to fulfill bakers' requirements.

And that's why the men who mill every Commander-Larabee flour are specialists, experienced in milling *dependable bakery flours*.



Commander-Larabee

MINNEAPOLIS
KANSAS CITY

*Sunfed Old Fashioned Stone Ground Whole Wheat Flour • Airy Fairy Cake Flour • Myti-Strong • Miss Minneapolis Gigantic • Minneapolis Best • Commander • Maplesota • Bakemaster • Sun Loaf • Larabee's Best • Cream Loaf

Comment . . .

. . . by Cooley

For several years it has been the custom of this publication to open the new year with a resumé of past accomplishments of the baking industry, and a discussion of expectations—by the heads of baking's trade associations. The groups represented on the pages immediately following speak in some manner for every baker and allied man in the country. They can in some measure have an effect on the business success of the baking industry.



F. W. Cooley, Jr.

You will see that baking shares the sentiment of the country at large that 1957 is going to be a good year. However, even in the past few years, when volume is reportedly up and baking can present a somewhat rosy face to the world, one can find petals dropping. An industry is not completely healthy when certain branches find it necessary to merge, to turn to government for assistance, or to plain give up the ghost. Just as economists worry that certain automobiles can't be sold because the companies building them are too small, so the baking industry should find cause for concern in the trend to bigness.

The constant pressure of higher costs against what is coming to be a fixed limit—the price of bread—will require more and more study in the years to come. The supermarket bogey often prevents wholesalers from raising bread prices when they are fully justified in doing so—let's hope baking never reaches the position of the little merchant who makes up in volume what he loses on every sale.

For many years business experts (it's amazing how many business experts in 1949 wrote knowingly about 1929) accused American business of driving itself into a depression by worrying about a depression, predicting a depression year after year, feeling sure the depression was coming and so restricting their plans that, sure enough, a depression came along.

Let's continue our optimistic thinking, for industry's feeling that times are good is the surest way to make times good.

Read, then, what these industry executives have to say about 1957. We hope you will be inspired by their confidence, and resolve to do what you can to assure the future of our economy and baking's ever-increasing part in that economy.

Just one little comment on slogans, and then we won't belabor the point any more (the industry is getting so many slogans they are no longer news.) Cris Smallridge, in his excellent discussion of baking industry promotion needs on page 36, says: "Bread is the Staff of Life" as an industry slogan is tired, out of date, and should be retired with full honors." If you will glance at the phrase which separates every news story in our columns, you will see why we have to disagree—it's been there for nigh on to 50 years but just about the only publicity it ever got was given it by our publications and the Bible.

Thanks for reading. See you next month.

Frank Cooley

Editorials . . .

IN PRAISE OF ENRICHMENT

(See Story on Page 16)

MEMBERS of the baking industry often have found occasion to belabor themselves and each other for what they consider to be the industry's failure to capitalize completely upon the tremendous opportunities for promotion offered by the enrichment of flour and bread. Fortunately, though they may not actually be on board the boat, they have not necessarily missed it. Enrichment is still the most sensational fact in the long history of the Staff of Life. Though it is no longer news to the sophisticated, consumer studies indicate that a vast proportion of the populace is either unaware of its existence or improperly informed of its nature and significance. Surely, therefore, the moment has not passed when enrichment can merely be taken for granted and when there is no more need to intone its virtues than to acknowledge with reverence the oxygen in the air.

It is impossible, in fact, to say too much or to speak too often of enrichment, and upon this premise was the editorial decision made to reproduce in full, on other pages of this issue of The American Baker, the story of enrichment as it is told by Dr. Russell M. Wilder, emeritus member of the Mayo Clinic in Rochester, Minn., and one of the early and influential proponents of enrichment, in a report to the Council on Foods and Nutrition of the American Medical Assn., of which Dr. Wilder formerly was a member.

The report properly places emphasis, as will be noted, upon the cooperative performance of the flour and baking industries and the manufacturers of synthetic vitamins, in making enrichment a reality. If the public does not properly understand and appreciate this, as very likely it does not, here is at least one promotional implement which bakers and allies may use without immodesty. That it has not been adequately so used suggests a condition of mind that deserves a far less flattering name than false modesty.

—BREAD IS THE STAFF OF LIFE—

THE HOLE IN THE DOUGHNUT

THE Times of London concerns itself pontifically—not, of course, in its lead editorial, but in the fourth spot on the page—with the hole in the doughnut. Britain's baking industry, it appears, is about to reduce the size of the aperture's diameter from five-eighths of an inch to three-eighths.

"This revolutionary step," thunders the Times, "has been decreed in order that eaters of the delicacy will be able to get a better grip on it when they dip it—'dunk' surely is the mot juste?—in coffee."

The Times concedes that, though the new look in doughnuts will need getting used to, "the essential ingredients of the thing, the doughnuttness of the doughnut, will remain."

Thus the editorial concern of the Times is really visited upon the substantial part of the doughnut, and not upon anything so insubstantial and perhaps unsocial as the convenience of dunkers. Indeed, the editor might have protested in so many words that he is bestowing his anxiety upon something wholly substantive in drawing attention to the hole that isn't there. Should he not admit of the possibility that the British baker, in shrinking the hole, is not necessarily skimping on the dough? This could easily be deduced by applying the mathematical theorem familiar to American bakers that as the diameter of the hole decreases the cubic content of the doughnut increases, or the simpler ancillary proposition, stated by Euclid, that dough abhors a vacuum?

—BREAD IS THE STAFF OF LIFE—

You may think your grocery bill is big, but listen to this from Paul S. Willis, president of the Grocery Manufacturers of America: "Today an hour's work will buy 30% more groceries than it did in 1946."

Trade Pulse

ARTHUR H. GRIFFIN, plant manager seven years for Continental Baking Co. at Wichita, Kansas, has been promoted to plant manager at Oklahoma City, Okla. Mr. Griffin has been with Continental 16 years. During his tenure the Wichita plant was expanded and remodeled to keep pace with the city's growth, and is now one of the most modern bakery plants in the U.S. Succeeding Mr. Griffin as Wichita plant manager will be THOMAS E. BRADY, who has been plant manager for Continental at St. Joseph, Mo., for the past eight years.

GEORGE GRIFFITH, formerly sales manager of the Walton Baking Co., Toledo, Ohio, has been named general manager, according to MRS. F. W. WALDKOETTER, president. Mr. Griffith has been associated with the baking industry in Toledo 25 years.

ANTHONY R. CHIAVIELLO has resigned as director of the cake and sweet goods sales department of the General Baking Co., New York.

The Pacific Waxed Paper Co. has appointed HUBE REIMER as sales representative in Southern California. Mr. Reimer was formerly associated 37 years with Marathon Corp. His new position will entail servicing food manufacturers with food packaging materials. The Marathon Corp. is a subsidiary of the Pollock Paper Corp.

RICHARD COLE has been appointed sales manager of the Purity Baking Co., Champaign, Ill., according to WILBUR PINNEY, manager. Mr. Cole replaces William Anderson, who has moved to San Diego, Cal., to join the Snowflake Baking Co.

Omar, Inc., Omaha, has appointed LLOYD E. BERG as advertising manager.

The Kroger Bakery at Indianapolis has named EDWARD A. GERBER, formerly with Kroger's divisional service, to a position as bakery superintendent. Mr. Gerber is a member of the American Society of Bakery Engineers.

White Cap Preserves, Inc., Whippany, N.J., has appointed WILLIAM WELDON as sales manager. The firm makes jellies for the baking industry.

CLAUDE MIRANDA has become a technical consultant for Columbia Baking Co., Atlanta, Ga., and will re-design some of the company's plants. He was formerly associated with Petersen Oven Co.

The appointment of ROBERT E. VINCENT as director of sales for Southern Biscuit Co., has been announced by DAVID O. CLARK, vice president and general manager. Mr. Vincent was formerly vice president in charge of marketing of Snow Crop Frozen Foods.

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Baking Industry Continues Optimistic Outlook**Confidence Greet's New Year****ABA****Upward Trend in Bread
Tonnage Volume Continues**

A continuation of the upward trend in bread volume which started early in 1954 was recorded during 1956 and there is reason for the baking industry to look forward to further improvement in 1957.

Tonnage of bread and other yeast raised products, as reported weekly to the American Bakers Assn., averaged close to 3% above the weekly reports of 1955. Since population was up only 1.7%, the indications are that again a slight per capita gain in consumption was recorded.

In the last few weeks of the year, the ABA index was holding near 115, with 1947 as the base year of 100. Virtually every week since early



April, 1954, the index, which is based on approximately 20% of total U.S. production, has maintained a better than 2% increase over the same week of the previous year.

In addition, the cake volume report, issued monthly, during the last three quarters of 1956, showed a good gain over the 1955 volume. At mid-November, the cake volume index was at 121, with 1947 as the base year.

Bakery firms whose financial reports are made public showed about the same percentage of net profits after taxes as in recent years, averaging again at about the 3% level.

Growth of service within the association continued through 1956 and plans are for further broadening of service in 1957.

The industrial relations activity has expanded, continuing to supply members with additional information of high value in local operations.

The Washington office increased its close coordination with governmental bodies, maintaining constant contact on a multitude of activities which are of concern to bakers.

The 1956 convention showed an increase in attendance over the 1954 level, although a drop might have been expected following the 1955 exposition. The greater attendance was indicative of the soundness of the program and the service the convention provides to the industry. Plans for

the 1957 convention will begin to be formulated soon after the first of the year.

The "Baking In America" volumes, published by Northwestern University Press tracing the history and development of the baking industry, came off the press late in the year. Several thousand sets of the publication have been distributed throughout the industry and to school and other libraries. These reference books will be of invaluable aid to many people for years to come.

The greater tonnage in the industry gives a more optimistic viewpoint for the future, but at the same time certainly is not reason to believe that the work which may be accountable for the trend can be terminated.

There is much more needed and only by concentration on all activities for betterment can the gains be held and further gains brought into being.

More intensified promotional activity at the local level, with a growing emphasis on our combination of sales factors, has been recorded in many areas. Bakers, long content to build on nothing more than a brand name, are turning more and more to combining all the favorable material available into a stronger selling campaign.

Taste and appetite appeal, convenience and the nutrition story embodied with brand name advertising are potent sales forces which the baker has to a greater degree than any other food processor.

Combining these messages with the broadening educational campaign of the Bakers of America Program, the baker has an opportunity as never before to regain his fair share of the consumer dollar. Recognition of the important role of bakery foods in the diet has gained and will continue to gain in the year ahead.

Reports reaching our offices in Chicago indicate a steady expansion in modernization programs throughout the industry. This is one answer to the problem of meeting higher costs of operation. Streamlining plant operations, by modernization and constant attention to every item which can save time and money without hurting quality, can prove the answer to the problem of maintaining profits in the face of increased costs of operation.

While reports were received of consolidations and absorptions of independent baker operations, it was also noticeable that many independent bakers were building new plants or adding to facilities of existing operations.

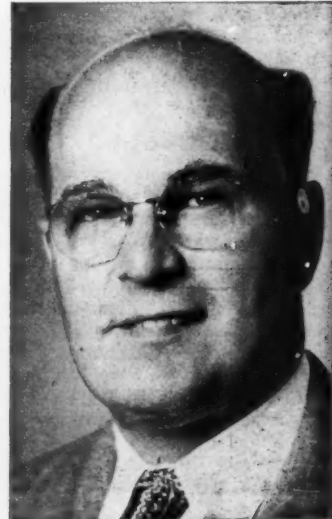
It is apparent that aggressive merchandising,



R. L. Nafziger
ABA Chairman



E. E. Kelley, Jr.
ABA President



Walter R. Schuchardt
ARBA President

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based on sound campaigns, has paid off. There is every indication, from several studies, that the brand of bread preferred by most consumers in virtually every market is that of a baker, not a restricted private label.

It is also apparent that consumers will consume more commercially prepared bakery foods when the consumer is made fully aware of the quality, the adaptability and the great nutritional value in bakery foods.

There is hard work ahead. It is work which will continue to pay dividends in greater volume. It is work which requires the combined effort of all bakers and all the allied interests affiliated with the baking industry, from wheat farmer to supplier.

There is no segment of the food industry which has greater potentials for expansion than has the baking industry. There is no segment of the food industry which has a more sound, more appealing story to tell and there is no segment of the food industry which has more people vitally concerned with growth.

The potential, the manpower, the know-how, the ability are all present. Harnessed into a team pulling toward the same goal, they can create in 1957 the prosperity and progress which the industry merits.—**E. E. Kelley, Jr., president, American Bakers Assn., and R. L. Nafziger, Interstate Bakeries Corp., chairman.**

ASBE

Engineer Finds Challenge In Baking's Cost Squeeze

Economists and business executives forecast a good year for business in general for 1957.

With savings accounts and wages at an all-time high and with a constantly increasing population, people will have money to spend and will be willing to spend it. For all these reasons it is logical to predict that sales will be good for 1957 and that the baking industry will participate and benefit in this sales increase.

On the other hand, commodity prices have advanced and indications are that they will advance further. Labor and other costs also will advance. This will present a challenge for further cost control. In other words, we may assume that in 1957 business generally will sell more at less profit and the baking industry will be plagued with the same trend.

This means that price increases may have to come, but we must exhaust every other alterna-

tive before taking this step. This presents a challenge to the bakery engineer to do his part in controlling cost factors by developing even greater production efficiency.

He must prepare himself and use his skills and abilities as never before to keep his company competitive and to continue to produce the most nutritious food at the greatest value for the greatest profit.

Needless to say the American Society of Bakery Engineers stands ready to assist its members and all bakery production engineers in their efforts to achieve these goals.—**Arthur G. Hackett, Drake Bakeries, Inc., New York, president, American Society of Bakery Engineers.**

ARBA

Retail Bakers Find New Year "Encouraging"

All indications for the year ahead are encouraging to retail bakers as represented by the Associated Retail Bakers of America. We are planning to expand our efforts to keep pace with modern merchandising methods and continue to please the American homemaker.

But we must be aggressive merchandisers.

We should be more closely united through association work with our fellow bakers.

A moderate increase for 1957 is my honest opinion. I hope to see you all in New Orleans in March.—**Walter R. Schuchardt, Lake Forest Pastry Shop, St. Louis, president, Associated Retail Bakers of America.**

ATBI

Allieds Pledge Help in Recruiting Young Bakers

As president of the Allied Trades of the Baking Industries, Inc., and on behalf of all its members, it is a privilege and pleasure to extend the season's greetings to our baker friends and to express the hope and belief that 1957 will prove to be a year of growth and progress in the baking industry.

Since our country's population is steadily increasing, from year to year, it would seem that prospects for growth in 1957 are good—particular-

ly since the baking industry is dedicated to the production of basic foods that are consumed by every segment of the population.

The prospects for progress, however, are more dependent on the baking industry itself than on the population as a whole. And as we have been told by a large TV advertiser time and again "progress" is a "product" that is made by "people."

In order to assist in the development of this type of progress, the Allied Trades of the Baking Industry will continue to distribute, during 1957, its "Handbook on Baking Schools"—the booklet that tells both bakery employers and employees where they may find the sources of better technical training.

As the past several years have proved, this ATBI handbook has been a real service to the baking industry—and service always has been and always will be the prime objective of our organization.

It now appears, however, that the demand for people to train is as urgent as the need for training itself; that the recruitment of new bakery employees is as important to the baking industry as is the guiding of present personnel into technical training channels. And here again the ATBI may find another opportunity to serve.

In addition to these specific projects the ATBI pledges itself to continue and to improve the many other services it performs each year for its baker friends, thus implementing with deeds the words that express my hope and belief that the baking industry will enjoy a year of growth and progress.—**M. G. Rhodes, Standard Brands, Inc., New York, president, Allied Trades of the Baking Industry, Inc.**

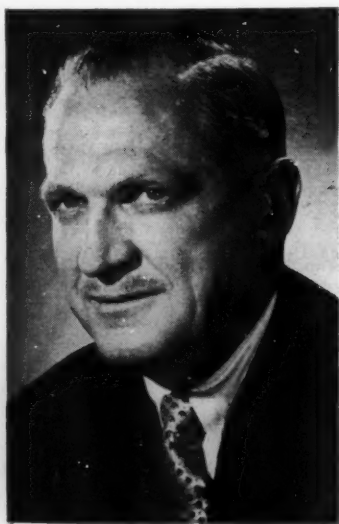
BEMA

Research to Provide More and Better Machinery

The old year 1956 has reached its end. According to all business reports and statistics reaching my desk, it was generally a good year in a business sense.

On the international front, we have been faced with unfortunate problems. The continued rumbling in Formosa Strait, the revolt in Hungary, and the Suez difficulties cause industry, as well as government, to pause, reflect and prepare for any eventuality.

We have recently passed through a crisis in
(Continued on Page 47)



M. G. Rhodes
ATBI President



Arthur G. Hackett
ASBE President



T. F. Freed
BEMA President



Alphonse Levy
NBSA President

"Typical" Baker's Sales Volume \$53,000, According to Survey

NEW YORK—The "typical" retail bakery operator transacted a total sales volume of \$53,510 during 1955, according to a recent study made by Dun & Bradstreet, Inc. This new cost-of-doing-business survey, which included 247 retail bakeries throughout the U.S., showed that the "typical" owner drew \$5,672 in salary for the year and realized a net profit of \$1,926 before federal and state income taxes.

Converting the attached operating ratio percentages into dollars, the cost of goods sold amounted to \$58.10 on every \$100 in merchandise sold. This resulted in a gross margin for the operator of \$41.90. Total expense for the "typical" retail baker was \$38.30 on every \$100. The largest single expense item was employees' wages of \$11.30. The second largest expense was represented by owners' compensation of \$10.60 on each \$100

sale. The remaining \$16.40 in expenses was distributed as follows: Occupancy expense \$6.10; all other expense \$4.30; supplies \$2.90; depreciation \$2.50, and advertising \$0.60. The deduction of total expense of \$38.30 from the gross margin of \$41.90 resulted in a net profit before income taxes of \$3.60 on each \$100 of merchandise sold during the year.

Further computations showed that the retail bakery operator earned a profit of 11.9% on his investment. The net worth turnover of the average retail bakery for 1955 was 4.5 times, and the inventory turnover for the same period was shown at 18.7 times.

Copies of the survey may be obtained by writing to Dun & Bradstreet, Inc., 99 Church Street, New York 8, N.Y. This will include breakdowns by net sales, form of ownership, net profit, line of merchandise, shopping location and length of owners' experience. Survey results for all concerns participating are attached.

Dean Mock Goes to Kansas City in New Pillsbury Mills Post

MINNEAPOLIS—George S. Pillsbury, vice president in charge of the bakery products division of Pillsbury Mills, Inc., has announced the appointment of Dean Mock to a newly created position as regional manager, bakery flour sales, in Kansas City for Pillsbury's bakery products division. Mr. Mock was formerly field sales manager at the division headquarters in Minneapolis.

Mr. Mock, in liaison with Minneapolis headquarters, will direct the sales of all Pillsbury's hard winter wheat bakery flours through the bakery products division, and in addition will have responsibility for flour sales to a selected list of bakery accounts.

He has been associated with Pillsbury's bakery sales for more than 20 years. Before going to the company's headquarters in Minneapolis in 1955, he was located in Dallas for a number of years, first as bakery branch manager and later as bakery district manager. A member of the American Society of Bakery Engineers and a former member of the Dallas and Minneapolis Sales Executives Club and the Dallas Bakers Club, Mr. Mock is well known in Southwest milling and baking circles.



Dean Mock

Operating Ratios in 1955 for 247 Retail Bakery Stores

	All Concerns
Number of concerns	247
Typical net sales per concern...	\$53,510
Net sales	100.0%
Cost of goods sold	58.1
Gross margin	41.9
Expenses—Owners' Compensation	10.6
Employees' wages ..	11.3
Occupancy Expense ..	6.1
Advertising	0.6
Depreciation, Fixtures ..	2.5
Supplies	2.9
All other expense ..	4.3
Total expense	38.3
Net profit before income taxes ..	3.6
Net profit on net worth (%) ..	11.9
Net worth turnover (per year) ..	4.5
Inventory turnover (per year) ..	18.7

Overflow Crowd at Bakery Club Party

NEW YORK—An overflow crowd of 225 taxed the banquet facilities of the ballroom of the Beekman Tower Hotel Dec. 7 for the annual Christmas party of the Metropolitan Bakery Production Club, Inc. As many as could be handled were seated for the gay dinner party and several, lacking reservations, were turned away at the door. The annual affair, one of the highlights of the Christmas party season in this area, featured a cocktail hour, dinner, floor show and dozens of door prizes. The regular meeting of the club was held at Schrafft's Restaurant, 220 W. 57th St., Jan. 7.

NEW BUSINESS TAX

DENVER—Englewood, a suburb of Denver, has a new business tax in effect. The new law will tax every Englewood retail business and professional organization \$30 a year, plus \$10 for each employee. Wholesale firms and manufacturers will pay a \$15 primary fee for the business and \$5 for each employee. The maximum number of employees to be taxed in each classification is 36, thus making an annual limit of \$390 for retail and professional firms and \$195 for wholesale firms and manufacturers. Door-to-door salesmen, such as home-to-home bakery products routes, are taxed \$10 a quarter or \$30 a year if paid all at one time.



William P. McGough

William P. McGough Elected Chairman of Southern Bakers

ATLANTA, GA.—William P. McGough, Birmingham, Ala., has been elected chairman of the board of governors of the Southern Bakers Assn. He is secretary-treasurer of the McGough Bakeries Corp. which has bakeries at Birmingham, Decatur, Montgomery and Selma, Ala. Mr. McGough is a son of the late Thomas A. McGough, founder of the bakery and president of SBA in 1934.

William McGough is married to the former Jane Hurley, Fort Worth, Texas, and has four children, a daughter, Jan, 9, and sons, W. P., Jr., 6; Tom, 3, and Kevin, 2. His sister, Mrs. Helen McGough Hobbs, is president of McGough Bakeries. Mr. McGough was graduated from St. Bernard College at Cullman, Ala., and received his degree in law from the University of Alabama, Tuscaloosa. He is now a member of the Alabama Bar Assn.

After serving as an officer in the U.S. Army in World War II, he became permanently associated with the bakery upon being separated from the service.

Mr. McGough is a member of Rotary. He was serving on the board of governors of SBA when elected.

Benson L. Skelton is president of SBA. Roy R. Peters, Lakeland, Fla., retiring chairman, will become vice chairman for a year.

The following were elected to serve two years as members of the board of governors: Ronald P. Cooper, R. P. Cooper Bakeries, Inc., Alabama; W. J. Covington, Columbia Baking Co., Florida; R. H. Bennett, Criswell Baking Co., Georgia; Anthony Wolf, Wolf's Bakery, Louisiana; R. N. Morton, Colonial Baking Co., Mississippi; L. T. Pickett, Columbia Baking Co., North Carolina; James E. Swan, Jr., Claussen Bakeries, South Carolina; F. B. Evers, Jr., American Bread Co., Tennessee. Donald Smith, Smith's Bakery, Mobile, Ala., will finish Mr. McGough's unexpired term.

Carryover members of the board of governors are: O. L. Allen, Flowers Baking Co., Jacksonville, Fla.; R. W. Westerstrom, Lee Baking Co., Atlanta, Ga.; Frem F. Boustany, Huval Baking Co., Lafayette, La.; Howard W. Ellison, Modern Bakery, Harlan, Ky.; William J. Rains, Grocers Baking Co., Lexington, Ky.; Phil B. Hardin, Hardin's Bakeries Corp., Meridian, Miss.; Paul A. Jones, Jones Bakeries,

Inc., Winston Salem, N.C.; R. H. Jennings III, Palmetto Baking Co., Orangeburg, S.C.; Raymond A. Hunt, Colonial Baking Co., Chattanooga, Tenn.; Louis F. Barth, Colonial Stores, Norfolk, and T. H. Lowry, Columbia Baking Co., Harrisonburg, Va.

—BREAD IS THE STAFF OF LIFE—

Harmison Hale Takes General Mills Bakery Service Post

MINNEAPOLIS—Harmison Hale has been named manager of bakery flour sales service for General Mills, Inc., Don A. Stevens, general manager of the company's flour division, has announced. Mr. Hale, formerly manager of bakery service at the company's Sperry operations, San Francisco, assumed his new duties in Minneapolis Jan. 1.

He replaces the late Ralph S. Herman, well-known figure in the flour and baking industries.

Mr. Hale is a graduate of Berea College, Kentucky. He has been with General Mills since 1937 except for a four-year tour of duty in the Army during World War II. He was in both Pacific and European theaters of operations and rose from enlisted man to captain before his discharge in 1946.

After a two-year post war period with General Mills in Minneapolis, he



Harmison Hale

was transferred to Sperry in 1948. For the past three years, he has been manager of bakery service there. His entire 15-year business career has been in the field of flour quality for specific baking purposes.

E. O. Boyer, general manager of the company's Sperry operations, has announced that Vaughn Ball, bakery service at Sperry, assumed management of that service at San Francisco on Mr. Hale's departure.

—BREAD IS THE STAFF OF LIFE—

William H. Regan Dies After Long Illness

MINNEAPOLIS—William H. Regan, 73, former vice president of Regan Bros. Bakery here until his family sold the business in 1929, died Dec. 27 in Santa Cruz, Cal., following a long illness.

Mr. Regan was born in Minneapolis and had lived in Santa Cruz since 1929. He is survived by his widow, Hazel, who resides in Santa Cruz; a brother, Jacob S. of Minneapolis; and a sister, Mrs. William G. King, living in Panama City, Fla.

Traditional Wholesale Brands Dominate Market in Bread Preference Survey

By Nathanael H. Engle
University of Washington

The competitive struggle for bread markets has recently been highlighted by a consumer survey in a western city. Knowledge of the impact of advertising on brand preferences and better understanding of consumer bread-buying habits motivated the survey.

A probability sample of 500 households was covered. While representative of but one city, the conclusions may nevertheless be of interest to bakers in other markets.

The survey was of interest because of its success in getting at consumer motivation in buying particular brands of bread by use of regular interviewers, who were given special instructions on the necessity for probing more deeply into the housewives' thinking than in more usual market surveys.

Brand Competition

The survey confirmed the fact that two wholesale bakers were running neck and neck for market domination. Answers to two questions emphasized this point. The first revealed the pattern of actual bread purchases by brands, and the second, brand preferences for white bread.

Brands A and B together accounted for about 60% of the large white bread purchase by households in the city, with each brand having about 30% of the market. Brand C was a poor third, while Brand D (a grocery-chain brand) had but 7.5% of the market for large white bread. Another 7.6% of the market went to buyers with no specific brand preference. The remaining 12.6% was shared by several smaller wholesale brands and local retail bakers.

The answers on brand preferences for large white bread were much the same as the answers on actual purchases. Brand B had a slight edge with 29.3% to 28.1% for Brand A. Brand C showed about the same preference rating, 11.8% to 12.4% as purchased. These ratings indicate a rather high consistency in the responses and wide distribution and availability of the preferred brands.

Those not buying the preferred brand gave the following reasons for not doing so:

	Percent
Liked a change once in a while . . .	47.7
Not handled by Store	9.8
Handled by store but sold out . . .	24.6
Other brands seem or feel fresher	6.5
Other brands more convenient . . .	3.3
Changed because of advertising, the children, or other reasons	8.1

Two facts highlight the keenly competitive nature of the bread market. One is that over half of those who gave their preference for a specific brand do not always buy it. The other is the reason why they occasionally get some other brand. Bread is a staple article of diet and to many consumers is nothing else. "Bread is bread," they say, and pick up the first soft loaf.

It is therefore, of interest to discover the reasons people give for choosing preferred brands. (See Table 1.) The preponderant reason was advertising. Bread buyers apparently read the ads. With 78% of the reasons given for preferring Brand A and 59% for Brand B, advertising

plays a major role in shaping consumer preferences.

Other reasons are not to be ignored. People want fresh bread; they want bread with a good flavor and texture. Some consumers rely on the advice of friends and relatives. Some express loyalty to local business.

Brand A, for example, is produced by a local businessman who frequently advocated "buy at home" in competition with national brands. The fact that 10% of the reasons given mentioned this point suggests that such advertising has a strong impact.

Apart from advertising, Brand B won its friends through freshness of the product, 31.1% so indicating to 20.5% for Brand A. Flavor was more important for Brand A than for Brand B by two to one. Brand A was also favorably mentioned as to texture. Significant as a reason for buying Brand A was the 12% who said friends or relatives had recommended it.

Brand Loyalty

A hard core, amounting to about one out of every four white bread consumers answering the question on brand loyalty, was persistently loyal to a preferred brand for nine years or more.

This group varied from 15% for Brand A to 35% for the older established Brand B. The median length of

adherence to a preferred brand appeared to be five years, with three years for Brands A and C and five years for Brand B and for all others.

Of particular interest to the advertising agency was the fact that the greatest increases in Brand A preferences had followed closely on the heels of their advertising campaigns over the last two or three years.

Previous Brand Preferences

Seventy respondents (14%) could not recall their previous brand preferences, and 175 (35%) more had had no previous preference. Table 3 reveals the answers for the remaining 255 respondents (51%).

Table 3—Previous Brand Preferences for Present Brand Customers—White Bread

Previous brand preferences	Present brand preferences		
	A %	B %	C %
Brand A	7.4	12	12
Brand B	38.5	25	25
Brand C	10.3	14.0	14.0
No brand preference	28.2	47.5	33
Miscellaneous brands	12.0	14.8	16
Could not recall	11.0	16.3	14
Total	100.0	100.0	100

It may be significant that the median length of time bread consumers had used their last preferred brand was three years. This figure falls within the median range (3 to 5 years) of time white bread consumers reported their use of present

Table 1
Reasons for Preferring Brands A and B

Reason	Brand A		Brand B	
	Percent		Percent	
Advertising	77.7		58.7	
In the store or point of sale . . .	18.8		20.5	
Tried and liked it	6.8		8.2	
Retailers urged it	2.6		0.8	
Media advertising	58.9		38.2	
Billboard	17.9		4.1	
T. V.	14.5		10.7	
Newspaper	12.8		14.8	
Radio	7.7		5.2	
Magazines	3.4		0.8	
Others not specified	2.6		2.6	
Freshness	20.5	31.1		
Flavor	13.7	6.6		
Texture	6.8	..		
Friends or relatives recommended . .	12.0	..		
Support local bakery	10.2	..		
Children like it	6.0	3.3		
Miscellaneous reasons	7.7	10.8		

Note: Percentages add to more than 100 since many respondents gave more than one reason.

Table 2
Duration of Brand Loyalty

Percentages of January, 1955, consumers of white bread by years they became customers of present preferred brands

Year	All white bread customers	Brand A preference customers		Brand B preference customers	
		Percent		Percent	
1946 or before	24.6	14.5	35.2	18.4	
1947	5.3	3.4	6.6	4.1	
1948	2.7	0.9	2.5	2.0	
1949	4.0	4.3	5.7	..	
1950	15.8	17.1	15.6	16.3	
1951	7.3	7.7	4.9	8.2	
1952	12.3	18.8	7.4	16.3	
1953	11.5	12.8	8.2	16.3	
1954	16.5	20.5	13.9	18.4	
Total	100.0	100.0	100.0	100.0	

Based on replies by 415 (83%) of the respondents. The other 85 (17%) could not recall or did not answer this question.

EDITOR'S NOTE: The accompanying article is one of the few actual surveys of bread brand preferences made in the past few years. It will be particularly interesting to the baking industry because the actual reasons for preferring one brand over another are given and explained. The original article by Mr. Engle was done for the Journal of Marketing, a publication of the American Marketing Assn., Chicago, and the reprinting here is by permission of the association. The author was assisted in the planning and conduct of the research by Mrs. Edith Dyer Rainboth, assistant director of the Washington Public Opinion Laboratory, University of Washington, Seattle.

preferred brands. If, as these findings suggest, brand loyalty for white bread has a turnover of from three to five years, bakers and their advertising agencies may find here a useful clue to promotional programs.

Reasons for Quitting Particular Brand

An open-end question was asked about the reasons why former users of Brand A had shifted to some other brand.

The chief reason cited fell under the heading of monotony.

Such comments as "the family wanted a change" or "we got tired of it" accounted for 45% of the replies. Some 15% shifted because their favorite chain store did not handle the brand.

Ten percent of the reasons cited related to advertising by the present brand. Another 10% indicated that they switch back and forth between different brands, obviously not a direct answer to the question.

Among other reasons given for quitting their previously preferred brand were:

"Freshness of other bread."

"Dried out too fast."

"Liked texture of other better."

"Too moist, not cooked enough."

"No good in sandwiches."

"Got a moldy loaf one time, so changed."

"For dietary reasons."

Pursuing the same idea further, those who had used a particular brand at one time or another but did not use it now nor immediately prior to the present one were asked, "What are the reasons you don't usually buy it now?" A variety of answers was obtained.

Brand A was not fresh enough. Brand B had very poor texture and it was too doughy, moist and soggy. Competitive conditions affected the market for both brands. Brand A faced competition from B and D. Brand B was affected by advertising, convenience, preference for local retail and wholesale bakers and other brands. "Use factors" affected the market for both brands. "No brand preferences" were cited as reasons for not buying either Brand A or Brand B.

Quality Factors in Bread Buying

To measure the relative importance of quality factors found in bread, (Continued on page 48)



NEW ORLEANS FEATURE—During the New Orleans convention and exhibition of the Associated Retail Bakers of America, March 17-20, the river excursion steamer shown above will be the site of the traditional breakfast of the Allied Trades of the Baking Industry, Inc. It will be followed by a cruise around the port of New Orleans.

ARBA Convention to Offer Wide Range of Attractions

CHICAGO—An exceptionally colorful program of entertainment, ranging from river boat cruises to original Dixieland jazz bands, will await the retail bakers who go to New Orleans March 17 to attend the 1957 convention and exhibition of the Associated Retail Bakers of America.

The breakfast of the Allied Trades of the Baking Industry, which has been scheduled for the morning of March 19, will be a memorable affair since it will be held aboard the S. S. President, a palatial river boat. Clayton Rand, southern newspaper editor, humorist, philosopher of current affairs and nationally known professional speaker, will address the assembly.

Afterwards, the river steamer will tour the huge river harbor and give the delegates an opportunity to see the 30 miles of wharfage and other port facilities that make New Orleans second only to New York as a port.

The S. S. President has a capacity of 1,500. Chartering this boat while at the same time maintaining the cost of the individual breakfasts at a nominal price, was made possible through Anheuser-Busch, Inc., St. Louis, which pledged financial aid to make the river cruise possible.

This special feature of the convention program was brought out at a recent over-all meeting of the 17 New Orleans committees handling arrangements at the local level. These groups are composed of bakers, allied tradesmen and several ladies, all appointed by the sponsoring organization, the New Orleans Master Bakers Assn. Announcements of the arrangements and activities organized were made by N. F. DeSalvo, Harvey, La., general convention chairman, and his co-chairman, Alphonse Levy of New Orleans. Other members of the top committee include Donald D. Entringer, Andreas F. Reising, John E. Koerner and Harold Fisk, all of New Orleans.

Mr. DeSalvo expressed gratification over the report of William A. Long, chairman, and his co-chairman, Pat Thomson, that hotel reservations were coming in heavily, even beyond greatest expectations, all indicating an excellent attendance next March.

Mr. Reising, in charge of booths, and his co-chairman, Mr. Koerner, announced a sell-out of all exhibit space.

Delegates from other parts of the country will find great interest in arrangements made by Dominic Ancona, veteran local baker, who heads the demonstration committee. He has

provided for a presentation of French bread production, for the famous New Orleans type, by Mr. Reising, who is one of the operators of one of the city's largest French bread producers.

Also to be demonstrated will be famous New Orleans wine cakes, also known as "savarins" and "babas" in the old days. This will be done by "Bubba" Wehl. On top of this will be offered a demonstration of French and other European pastries and various other bakery items by Karl A. Dingeldein, well known baker of the New Orleans area. Mr. Dingeldein operates the exclusive Four Seasons Pastry Shop in the New Orleans French Quarter.

Among other practical demonstrations will be a session on cake decorating by Mrs. H. Parker Henderson, retail bakery and catering service operator, with her husband, at Jacksonville, Fla.

William C. Bacher and Bruce Waldo, chairman and co-chairman of the entertainment committee, disclosed plans to have the Keesler Field choral group, which includes more than 50 members of the air force personnel, to appear at the get-acquainted party on Sunday evening, March 17 at the Roosevelt Hotel. Ad-



ARBA PROGRAM—Pictured above are two of the men who deserve a large share of the credit for the early development of a tentative program for the 1957 Associated Retail Bakers of America convention and exhibition, in New Orleans, March 17-20. They are program chairman Donald D. Entringer, Entringer Bakeries, Inc. (left), with his co-chairman, Maurice Brooks, the Fleischmann Division of Standard Brands, Inc.

mission fee for this event will be kept at a low level as the result of assistance from the Wesson Oil & Snowdrift Sales Co., New Orleans, the chairman stated.

Another entertainment feature which should prove of interest to delegates is a tour sponsored March 20 through the courtesy of Charles Denney, Inc. The tour will include a visit to the firm's modern new plant and laboratory. During this period, it is planned to make a stop at the monument of Margaret Haugherty, first monument to a woman in this country (erected in 1884) and only monument to a woman baker in this country.

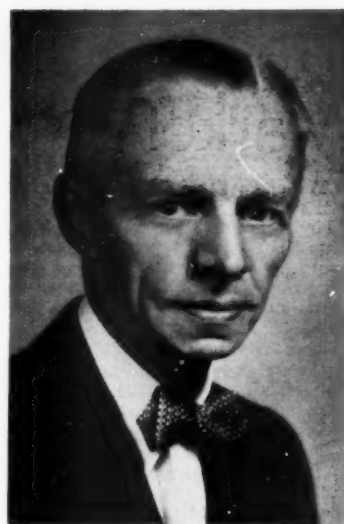
All of the baked items from the convention will be presented before the statue of this woman baker, benefactress of the city's orphanages, to assembled orphans from all institutions of the city. It is planned to give this feature TV, radio and newspaper coverage.

There will be a luncheon and style show for ladies March 18, in the Blue Room of the Roosevelt.

The annual banquet, with entertainment features that will include an "original" Dixieland jazz band, is scheduled for March 19 in the Grand Ballroom of the headquarters hotel. Here also, the fee will be held to a minimum through the assistance of the Fleischmann Division of Standard Brands, Inc., New York.

Unlike previous ARBA conventions, the multiple unit meeting will not be a dinner at the New Orleans gathering, but instead a luncheon will be served at Kolb's Restaurant. Arranging for this feature are Alois J. Binder as chairman, and Royce Fincher, co-chairman.

Donald D. Entringer, speakers' program chairman, assisted by Maurice Brooks, both of the local group, reported that Rabbi Leo A. Bergman of Touro Synagogue of New Orleans, largest in the South, would give the invocation. The city's young, progressive mayor, de Lesseps S. Morrison, will be on hand to welcome the delegates.



Milton Petersen, Sr.

Milton Petersen, Sr., Bakery Executive, Dead

OMAHA—Milton Petersen, Sr., 63, president of the P. F. Petersen Baking Co., was found dead at his home here Dec. 30. The bakery executive had been concerned about his health for some time.

Mr. Petersen was the son of the bakery founder. He had been with the firm about 40 years and had been president since 1945. He served as a governor of the American Bakers Assn. and of the American Institute of Baking.

Last August he was chosen for his second term as a University of Omaha regent. He was graduated from Harvard University and was a captain in the Army during World War I.

He is survived by his widow, Thelma; sons, Milton, Jr., and Peter F. II; sister, Mrs. Harold D. LeMar, all of Omaha, and five grandchildren. Services were held Jan. 2.

All-Out Promotion Set for National Retail Bakers Week

CHICAGO—Retail bakers of the country are setting their sights for a real "Sell-A-Bration" during the week of April 29-May 4, which has been designated as National Retail Bakers Week. Gordon Nash, Priscilla Bakery, St. Bernard, Ohio, who is serving as national chairman, announces that he is greatly enthusiastic over the fine response he has received from retail bakers in every section of the country, and particularly those who have consented to serve as captains for this national event. As a captain, these retail bakers will be calling upon other operators in their areas to serve as lieutenants and in this way the campaign will be in excellent hands at the local levels, regardless of the section of the country.

Products to Be Featured

The National Retail Bakers Week committee this year decided to change the original plan which was developed when the week was introduced back in 1938. Instead of designating individual products for each one of the days throughout the week a wide variety of bakery foods has been decided upon and will be handled with eight streamers which will feature the following:

Ribbon chiffon cake.
Honey-nut coffee cake.
Assorted dinner rolls.
Oven finished muffins.
Variety bread, hearth, rye, quick breads.
Fresh baked pies.
Assorted cookies.
Breakfast rolls.

Because it's difficult to designate a feature for any one day of the week that would enjoy acceptance in every retail bakery of the country, nothing has been designated specifically for the days of Monday through Saturday of National Retail Bakers Week.

However, all of the products above will be promoted in various ways directly to the consuming public and with every retail baker in the country posting the streamers throughout the week, the shoppers will be reminded of the special features that have been created for their benefit throughout the days of April 29 through May 4.

It is essential, however, and of great concern to the National Retail Bakers Week committee, that every retail bakery take advantage of what has been prepared for it, for this program is very definitely one of the

(Continued on page 46)

AIB Schedules Sales Management Course Mar. 10-22

CHICAGO—The 6th Sales Management Seminar of the American Institute of Baking will be held here March 10-22 to help executive personnel with problems of management, sales and similar subjects.

Topics to be covered include marketing, labor relations, economics, nutrition, communications, personnel, consumer patterns, psychology and creative thinking. Among the speakers and instructors will be several specialists from Northwestern University, Notre Dame, the University of Pittsburgh and the AIB staff.

Allied businesses and industries will furnish speakers, including the Millers National Federation and the American Bakers Cooperative, Inc. Several private firms and corporations will furnish speakers for such subjects as loading and unloading systems, coordinating top management and sales.

The seminar is for experienced sales executives who wish to review the best practices of sales management, to become acquainted with new developments, and to acquire a fresh outlook by contact with others interested in the same problems.

Robert W. English, director of education for AIB, and James R. Hawkinson, professor of marketing at Northwestern, will be co-chairmen this year.

Applications for registration and brochures on the course have been sent to the trade.

—BREAD IS THE STAFF OF LIFE—

Bakers Club of Chicago Records Rapid Growth

CHICAGO—Included in the annual report to the board of directors and members of the Bakers Club of Chicago are some interesting facts attesting to the club's rapid growth. This is reflected in the greatly enlarged number of members and the widespread representation. 1956 surpassed the average record for all previous years—a growth of over 400% in the past 13 years, and over 1,600% expansion in services are shown in the yearly report.

The treasurer's report showed the club operated well within the annual dues income. There has never been an assessment in the history of the club and only one increase in the dues rate. Robert F. Cain, Cain's

Harry Zinsmaster to Address Minnesota Allied Trades at Annual Bosses Night

MINNEAPOLIS—The eighth annual Bosses Night of the Minnesota Allied Trades of the Baking Industry will be featured by the appearance of Harry W. Zinsmaster, president of the Zinsmaster Bread Co., Duluth, and prominent in baking industry affairs for many years.

The program is planned to show the allied trades' "bosses" what is accomplished by the group during the year. Past accomplishments, such as cooperation with the Minnesota Bakers Assn. during the annual convention and in four state regional meetings, are detailed, and future plans discussed. A prominent baking industry personality is asked for his views on how bakers and allied men can cooperate for the betterment of both industries.

Always aware of the importance

of this cooperation, during his part of the program Mr. Zinsmaster will express his hope for a closer alliance between bakers and their suppliers in the future.

The Bosses Night will get under way at 5:30 p.m. Jan. 24 in the Gold Room of the Hotel Radisson, Minneapolis, with a cocktail hour. The dinner is scheduled for 7 p.m.

In charge of the evening will be the president of the Minnesota Allied Trades of the Baking Industry, John S. Hansen, General Mills, Inc., Minneapolis. The chairman of the program and master of ceremonies will be Frank W. Cooley, The American Baker, immediate past president of the organization.

In addition to Mr. Zinsmaster, the presidents of local baker associations and production clubs will be invited.



Paul H. Helms

Paul H. Helms Dead at 67 After Long Illness

PALM SPRINGS, CAL.—Paul H. Helms, 67, a leader in the baking industry for more than 40 years, died Jan. 5 at his ranch home at Palm Springs after a long illness with cancer.

Mr. Helms was the founder of Helms Bakeries, a major Southern California baking firm. He was elected chairman of the board of the firm, which he founded in March, 1931, in 1955.

At one time Mr. Helms was president of Hall Baking Co., Buffalo, N.Y.; secretary-treasurer, Ward Baking Co., New York; and president of General Baking Corp., New York. He founded the Helms Bakeries at Los Angeles and the firm's second plant at Montebello, Cal. The two plants cover a total of 14 acres.

During World War II Mr. Helms was a member of the baking industry advisory council for the Department of Agriculture; member of the baking industry advisory council, Office of Price Administration; and consultant to secretary of war, Office of Quartermaster General. He received the War Department's civilian service emeritus award decoration.

Mr. Helms was a sports enthusiast and gave more than a million dollars to a foundation honoring the world's athletes.

"Who's Who in America" has recognized these and numerous other outstanding accomplishments by Mr. Helms since 1926.

Jersey High School Instructor, Students Exhibit Baked Foods

HACKENSACK, N.J.—A high school instructor who believes in promoting the baking industry by showing its products to the public staged a successful baking exhibition at the Bergen County Vocational & Technical High School here recently.

The instructor is Frank J. Verheul, and the display, first of its type in Hackensack, featured an elaborate exhibit of cakes, pastries and cookies, all made by the students.

Students were hosts to more than 230 visitors from 45 communities, and their guests included city officials, hotel and restaurant representatives and members of the allied trades.

Guests were served light refreshments and treated to musical entertainment.

One of the visitors, Gregory Durante, Trenton, praised Mr. Verheul and his students by saying, "This exhibition once again proves the reason for the success of Mr. Verheul in the field of baking. He has been instructing only three months, and already these students are so interested in their work that they have voluntarily acted as hosts, and have patiently explained their program and answered innumerable questions for the guests. This is the best presentation of student training that I have seen in many years."

—BREAD IS THE STAFF OF LIFE—

C. W. Brabender To Address Chicago Production Club

CHICAGO — The Chicago Bakery Production Club will meet at the Midland Hotel in the Chicago loop Feb. 12 at 5:30 p.m. C. W. Brabender, consulting engineer, will give a talk on "Further Developments in Flour Performance and Dough Machining Control in Highly Mechanized Bake Shops." Dr. Brabender has done a great deal to reveal the secrets of flour quality. It is felt by some that he is ahead of his time with his practical applications of a great creative insight, according to club spokesmen. However, he will bring his audience up to date at this meeting.

It is suggested that reservations be made in advance with the club secretary, Ed Kapalka, c/o the Bryo Co., 431 E. Illinois St., Chicago.

Stock Market

THE NEW YORK STOCK EXCHANGE
Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	1956-57	Dec. 28, 1956	Jan. 4, 1957
	High	Low	Close
Am. Bakeries	36	30	31 1/2
Cont. Baking Co.	36 1/2	28 1/2	29 1/2
Pfd. \$5.50	106 1/2	89	90 1/2
Corn Pr. Ref. Co.	32 1/2	27 1/2	29 1/2
Pfd. \$7	180 1/2	152 1/2	153 1/2
Gen. Baking Co.	10 1/2	9	9 1/2
Gen. Foods Corp.	50 1/2	42 1/2	43 1/2
Gen. Mills, Inc.	71 1/2	61	68 1/2
Pfd. \$5	122 1/2	108 1/2	110 1/2
Merek & Co.	35	24 1/2	30 1/2
Pfd. \$3.50	93	77	84
Natl. Biscuit Co.	39 1/2	34 1/2	35 1/2
Pfd. \$7	179	159	160 1/2
Pillsbury Mills, Inc.	59 1/2	40 1/2	42 1/2
Procter & Gamble	35	45 1/2	50 1/2
Std. Brands, Inc.	44 1/2	36 1/2	37 1/2
Pfd. \$3.50	91 1/2	77 1/2	80 1/2
United Biscuit of America	32 1/2	26	27 1/2
Ward Baking Co.	17 1/2	13 1/2	13 1/2

Summary of Flour Quotations

January 4 flour quotations in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	5.95 @ 6.21	.. @ @ @ @ ..
Spring high gluten	.. @ ..	6.37 @ 6.48	.. @ @ ..	7.11 @ 7.26
Spring short	.. @ ..	5.92 @ 6.03	.. @ @ ..	6.66 @ 6.81
Spring standard	5.85 @ 6.11	.. @ @ @ @ ..
Spring first clear	5.45 @ 5.95	5.62 @ 5.95	.. @ @ ..	6.39 @ 6.42
Hard winter short	5.75 @ 6.00	.. @ ..	5.75 @ 5.80	.. @ ..	6.05 @ 6.30
Hard winter standard	.. @ @ ..	5.65 @ 5.70	.. @ ..	6.50 @ 6.65
Hard winter first clear	5.68 @ 5.80	.. @ ..	5.05 @ 5.20	.. @ @ ..
Soft winter short patent	6.90 @ 7.00	.. @ @ @ ..	8.33 @ 8.42
Soft winter standard	6.00 @ 6.55	.. @ @ @ ..	7.51 @ 7.63
Soft winter straight	5.37 @ 5.50	.. @ @ @ ..	6.45 @ 6.68
Soft winter first clear	5.30 @ 5.37	5.00 @ 5.02	.. @ @ ..	5.70 @ 5.75
Rye flour, white	4.62 @ 4.55	4.25 @ 4.27	.. @ @ ..	5.61 @ 5.94
Rye flour, dark	.. @ @ @ @ ..	5.19 @ 5.26
	New York	Phila.	Boston	Pittsburgh	*New Or.
Spring high gluten	7.17 @ 7.27	7.20 @ 7.30	7.21 @ 7.31	6.89 @ 7.24	6.85 @ 7.05
Spring short	6.72 @ 6.82	6.70 @ 6.80	6.76 @ 6.86	6.55 @ 6.79	6.50 @ 6.70
Spring standard	6.62 @ 6.72	6.65 @ 6.75	6.66 @ 6.76	6.45 @ 6.69	6.30 @ 6.50
Spring first clear	6.40 @ 6.60	6.50 @ 6.60	6.32 @ 6.62	6.23 @ 6.75	5.80 @ 6.10
Hard winter short	6.62 @ 6.72	6.45 @ 6.55	6.65 @ 6.75	6.44 @ 6.57	6.05 @ 6.20
Hard winter standard	.. @ ..	6.35 @ 6.45	6.45 @ 6.55	6.26 @ 6.47	5.90 @ 6.05
Hard winter first clear	.. @ @ @ @ ..	5.30 @ 5.60
Soft winter short patent	.. @ @ @ @ ..	6.10 @ 6.45
Soft winter straight	5.95 @ 6.00	.. @ ..	5.97 @ 6.62	.. @ ..	5.70 @ 6.00
Soft winter first clear	.. @ @ @ @ ..	5.10 @ 5.55
Rye flour, white	5.70 @ 5.85	5.70 @ 5.80	.. @ ..	6.62 @ 6.73	.. @ ..
Rye flour, dark	.. @ @ @ ..	4.89 @ 5.12	.. @ ..

*100-lb. papers. †Bakery wheat flour in 100-lb. papers.

Dr. Russell M. Wilder Brings Medical Profession Up to Date On Enriched Bread and Flour

(See Editorial on Page 9)

CHICAGO—A report to the medical profession on the history of bread and flour enrichment, has been authorized by the National Research Council through publication in the *Journal of the American Medical Assn.* Dr. Russell M. Wilder, emeritus member of the Mayo Clinic, Rochester, Minn., a former member of the council and the first chairman of the Food and Nutrition Board of the council, originally delivered this report at a meeting of the American Institute of Baking honoring Dr. R. R. Williams. Dr. Wilder's report follows:

The practice of making white flour by the process of roller milling was introduced about 1870. Although the texture and color of the white flour produced by this method was a great improvement over the gray, coarse, stone-ground flour, the more refined white flour contained much less of the coatings of the wheat grain and thus less vitamins and minerals.

As a result of this process of milling and other changes in the preparation of our food, the amount of thiamine (vitamin B₁) and other so-called micronutrients was reduced in the American diet. From the first, there were critics of the roller-milling process, but after McCollum and Osborne and Mendel revealed the importance to health of these vitamins in the later 1910's, the flour millers and commercial bakers were under constant fire from physicians and nutritionists.

Reliable surveys of the nutritional condition of the people revealed that the average American diet of the 1930's contained only one-third the amount of thiamine as when stone-ground flour was the only flour available. This considerable reduction in the vitamin content of the diet and its deleterious effect on the public health led Dr. R. R. Williams of Bell Telephone Laboratories, New York, to say at a meeting of cereal chemists in New York City in 1939:

"All those are parts of the large problems which the carbohydrate industries face, that of making their staple products more nearly equivalent in nutritive value to the whole seed . . . as it was consumed by primitive man. Whether this is to be done by additions of synthetic materials or by retention of the original nutritive components of the crude food-stuffs is a question for industry to decide. To blink at the scientific facts which will presently become common knowledge, will be suicidal for the commercial enterprises concerned."

Actually, even before 1939 industry was attempting to find an answer to the need for nutritionally better flour and bread. It feared a return to the rough, gray flour of the past, diminished appeal of its products, and a further deceleration of the declining consumption of flour and bread.

The persistent demand that all bread be made from whole wheat flour was of great concern to [the milling] industry, knowing as it did that less than 3% of the buyers had ever found whole-wheat bread acceptable. Serious thought was being given to restitution to white flour of certain fractions removed in milling

wheat. Attention was directed to the possibility of returning to the flour the delicate layer of skin of the covering of the wheat seed, the aleurone layer. This layer lies between the bran and the starchy interior of the seed and contains the major portion of the vitamins about which the nutritionists were concerned.

In 1936 the synthesis of thiamine by R. R. Williams and J. K. Cline occurred, and it soon became commercially available.

This was the situation in March, 1939, when the Council on Foods and Nutrition of the American Medical Association encouraged, with some qualifications, fortification of certain staple foods with vitamins and minerals, specifically the restorative additions of thiamine, niacin, riboflavin, iron, and calcium to white flour and white bread. Three events

Table 1—Levels of Enrichment for Varieties of Flour

	Mg./Lb.	
	Minimum	Maximum
	—U.S.P. Units—	
Thiamine	2.0	2.5
Riboflavin	1.2	1.5
Niacin	14.0	20.0
Iron	13.0	14.5
Calcium*	500	625
Vitamin D**	250	1,000

*Required in self-rising flour, minimum, 500 mg., maximum, 1,500 mg. per pound. Optional in all enriched flours except self-rising.

**Optional.

in the summer of 1940 quickened developments. First, the British government proposed to fortify flour with synthetic thiamine. Second, the recently appointed committee on medicine of the National Research Council advised reinforcement with thiamine of all white flour purchased for our military forces. Third, the Federal Food and Drug Administration scheduled public hearings to consider a standard of identity for flour.

The recommendation of the committee on medicine was based on that of one of its subcommittees, which also had expressed itself on the need for a reinforced flour for the civilian population. The action of the Food and Drug Administration was in compliance with the new Food, Drug and Cosmetic Act, a law designed to strengthen the earlier food and drug law by setting standards for commodities. The procedure was, and is, to publish a proposed definition of a product and then to hold a public hearing to provide the opportunity for those opposed to the proposal to make known their objections.

The proposal that was issued defined white flour as that flour which was in common use. This proposal, if adopted, would have closed the door to the improvements recommended by the committees. Physicians and scientists on those committees were disturbed, as were certain millers and bakers interested in and experimenting with the procedure recommended by the American Medical Assn. Thomas Parran, Surgeon General of the U.S. Public Health Service, had been aroused by recently completed food-consumption surveys, particularly those of the Stiebeling-Phipard study from the U.S. Department of Agriculture. He and Dr. M. L. Wilson, director of the extension service, department of agriculture, who had recently been chosen to lead a nutrition commit-

tee within the government, were convinced that improvement of bread was basic to the effort demanded at that time to improve the nutrition of the people in the interest of national defense.

These hearings on flour were well attended. Many people wanted something done, but no agreement could be reached. Then the leaders of the industries involved met with the scientists concerned several times, and harmony of opinion was obtained for presentation when the hearings were resumed.

The Food and Nutrition Board was established as a part of the National Research Council to provide scientific guidance for the national nutrition program.

It first assembled one week after the hearings on flour had been closed but before decisions had been reached. At this meeting the board endorsed the recommendations respecting flour that had been submitted to the Food and Drug Administration, and a committee on cereals was appointed to develop related standards for white bread.

The American Bakers Assn. and the American Institute of Baking assisted in the preparation of these standards. Finally, in March, 1941, at a meeting in Chicago to which all members of the baking and milling industries had been invited, and also at the National Nutrition Conference for Defense held in Washington in May, 1941, general endorsement of the enrichment program was obtained.

Tables 1 and 2 give the levels of enrichment for flour and bread, as finally stipulated in orders of the Federal Food and Drug Administration.

The levels set for bread are so related to those for flour that bread made from enriched flour will meet them. In actual practice the commercial baker frequently adds the enriching ingredients while making the dough.

Progress

Within a year, nearly all the large commercial bakers and major millers were voluntarily enriching their white bread and family flour by adding thiamine, niacin, and iron.

Preparations were being made to add riboflavin as soon as it could be made available.

To promote the acceptance of these products by the public, pamphlets and posters were distributed by the millions; a major radio program entitled "Listen, America" was developed, and extensive advertising was conducted in newspapers and magazines.

Assistance and encouragement came from many other quarters; the enrichment of flour and bread was endorsed by almost all professional organizations concerned in any way with public health. Orders issued by the army and navy made enrichment mandatory for flour that was purchased for their use. Promotion was extended by the nutrition councils of almost all the states, by the extension services of the federal and state governments, and by innumerable individuals, including physicians, dietitians, and home economists. Occasional but unimportant objections were raised to this program.

Table 2—Levels of Enrichment for Bread

	Mg./Lb.	
	Minimum	Maximum
	—U.S.P. Units—	
Thiamine	1.1	1.8
Riboflavin	0.7	1.4
Niacin	10.0	15.0
Iron	8.0	12.5
Calcium*	300	800
Vitamin D*	150	750

*Optional.

In January, 1943, the first order



Dr. Russell M. Wilder

issued by the newly created War Food Administration included a requirement that all baker's white bread be enriched. The war powers of the President ended with Japan's surrender, but in the meantime legislative action had been started at state levels. The legislature of South Carolina, on the urging of Dr. E. J. Lease and the state's nutrition council, was the first to take such action; the trend continued until 27 of the 48 states, as well as Puerto Rico and Hawaii, now have such legislation.

As a result of the personal efforts of Dr. Williams, the enrichment movement spread to other lands. Since more than three-fourths of the food calories in many countries come from cereals, the need for enrichment is even greater than in the U.S. In the Orient, rice predominates in the diet, and it is also milled to whiteness. The preference of most consumers for white rice is insurmountable, and in torrid climates brown rice becomes rancid and infested quickly. Enrichment solves these problems, but the costs involved, small as they are, become significant in impoverished populations.

Enrichment of white flour was made compulsory in Newfoundland in 1944. The local government was so impressed with the benefits that continuation of the program was made a condition of annexation to Canada in 1949. Enrichment was prohibited in Canada at that time, but in 1953 the practice became permissible. The occasion was celebrated by a series of conferences across the Dominion. At the first of these, in Toronto, Dr. James McGrath, of the Ministry of Health of Newfoundland, made this comment: "Flour enrichment is still compulsory in Newfoundland. It is now permissible on a voluntary basis for the rest of Canada. . . . I will venture one prediction: that the benefits of enrichment are so evident that it will not be long before the use of enriched flour on a voluntary basis will be as extensive in the rest of Canada as it is now in Newfoundland where it is compulsory." This prediction has now become a reality.

During the war years in Great Britain, use of 85% extraction flour was compulsory. Later, the permissible extraction was lowered to 80%, meaning 80 parts of flour from every 100 parts of wheat. Use of 80% extraction flour is now encouraged by a subsidy, but white flour (72% ex-

(Continued on page 49)

Tri-State Bakers Complete Plans for Jan. 27-29 Meeting

NEW ORLEANS—Officers of the Tri-State Bakers Assn. and the Tri-State Allied Assn., together with chairmen and committee members handling arrangements for the big annual event, have rolled out the carpet to give a royal welcome to delegates and visitors to the 23rd annual convention.

President Charles Maggio, Tasty Baking Co., Baton Rouge, La.; president N. F. DeSalvo, DeSalvo's Bakery, Harvey, La., of the retail Division, and Robert Simon, Marathon Corp., Dallas, president of the allied association, united to extend an invitation to bakers and allied men and their wives from Alabama, Louisiana and Mississippi, the Tri-State area, to come to New Orleans Jan. 27-29. The Jung Hotel will be the headquarters for the convention.

A balanced program has been arranged under direction of J. Roy Smith, Smith's Bakery, Mobile, Ala., convention program and speakers chairman. Harold Fiedler, secretary of the American Bakers Assn., Chicago, will address one of the two business sessions.

Retail operators will find much of value to use in their business in the informative and practical address to be offered by Miss Alice M. Dowling of New York, probably one of the best informed persons in the baking industry on merchandising of bakery products. She has had many years of experience through actual work in this field. Miss Dowling will discuss self-service, including packaging, displays, tie-in material, and the training of store personnel in bakeries.

With so much emphasis nowadays on diets, obesity and nutritional values in foods, the address of Dr. Norman Jolliffe will be of particular interest to bakery operators. He is currently the director of the Bureau of Nutrition of the New York City Department of Health. He was one of the leaders in the national project of enriching bread. Dr. Jolliffe is an outstanding authority on nutrition and foods. Delegates to the Tri-State convention should not miss this important address, Mr. Smith said.

Another speaker slated at one of the convention business sessions is Mrs. Ellen H. Semrow, member of the staff of the American Institute of Baking, Chicago. Mrs. Semrow has had very extensive experience in diets and nutrition values through her talks and lectures before parent-teacher groups, dieticians, school-lunch program directors and women's organizations, besides school authorities.

William L. Wolf, manager of Wolf's, Inc., Lafayette, La., will serve as chairman of one of the business sessions.

As has been customary during the past several years, coffee will be served at the business sessions, delegates being seated at tables for the assembly.

The extensive entertainment program planned for the 23rd annual convention will be up to par with the tradition of hospitality and social eclat, traditional with the Tri-State Bakers Assn. gatherings.

Delegates and visitors will be guests on Sunday evening at the Jung for the president's reception. Visiting ladies will be the guests of

the association at this enjoyable affair.

On Monday afternoon and evening, the allied trades of the Tri-State Assn. will take over, and delegates and their wives will be guests of that organization at the sports and social party. The affair will be conducted at the Lakewood Country Club. Transportation may be arranged at the registration desk.

There will be golf, soft-ball and horseshoe pitching, and for the ladies card games and bingo will be offered. In the evening refreshments will be served, also a buffet supper. This is to be followed by music and dancing.

Tuesday's entertainment program features an afternoon at the Fair Grounds, New Orleans' race track. A special race will be dedicated to the Tri-State conventioners. The delegates' convention badges will gain admission to the track without any charge.

The closing entertainment feature for the 23rd convention of the Tri-State Bakers Assn. will be the big annual banquet. The new officers will be introduced at this affair.

Some special entertainment features are being arranged for audience participation by Mrs. Leona Weill. William C. Bacher, Bacher Bros. Bakery, New Orleans, is chairman of the banquet committee. Dancing will follow the supper.

Pre-convention registration has been urged to eliminate crowding as much as possible at the registration desk before the various features of the program begin. Henry Folse, Chas. Dennery, Inc., New Orleans, is chairman of the registration committee. Georges Dennery of the same firm, who handled Tri-State registration for many years, is "chairman emeritus."

Reservations for hotel rooms should be made direct with the Jung. Delegates are urged to be sure to mention in their requests for accommodations that they are coming to attend the Tri-State Bakers Assn. convention so their requests will be given priority.

Allied tradesmen have given their assistance and cooperation for the pre-convention registration. Money prizes will be awarded to those who sign up advance registrants in largest numbers.

"Your officers and convention committees," Mr. Maggio pointed out, "have arranged an excellent program for both business and entertainment, a well-balanced program, with plenty of information of high value, and lots of entertainment—also of high value, pleasure-wise. So we invite bakers and allied men of the Tri-State area to take advantage of this opportunity, while at the same time having a chance to meet fellow bakers and friends. We will be looking for you at New Orleans Jan. 27-29!"

BREAD IS THE STAFF OF LIFE— Bakers Courtesy Club Holds Christmas Party

CHICAGO—More than 100 members and guests attended the annual Christmas Party of the Bakers Courtesy Club, held at Henrici's Restaurant here the evening of Dec. 13.

A full evening of fun and fellowship was programmed, with numerous door prizes offered and many turkeys raffled off. Serving on the social committee to help make the evening a success were Hunter Brown, Caravan Products Co.; John Marshall, Chicago Bakers Cooperative Assn.; Raymond F. Maloney, Ekco Products Co., and Cecil E. Sowles, Siml & Sowles.



Wayne T. Wilson



James L. Everhart

Wayne T. Wilson Promoted to Bakery Division Post by Pillsbury Mills, Inc.

MINNEAPOLIS—George S. Pillsbury, vice president in charge of the bakery products division of Pillsbury Mills, Inc., has announced the appointment of Wayne T. Wilson as product manager for soft wheat flours at the company's headquarters in Minneapolis. Harry J. Loving takes on a special technical assignment in the bakery flour sales group. At the same time, it was announced that James L. Everhart replaces Mr. Wilson as bakery products division district manager at Pittsburgh.

Mr. Wilson, a native of Minnesota, started with the company as a salesman in the Minneapolis area in 1934, followed by sales assignments at the company's headquarters. In 1942 he went to Chicago as manager of the bakery sales branch there and in 1952 transferred to Pittsburgh as district manager.

Mr. Loving was with the Kroger

Co. until he entered the army in 1941. In 1946 he joined the sales staff of Ballard & Ballard at Louisville and came to Pillsbury's headquarters when the two companies merged in 1951.

Mr. Everhart, a native of Ohio, started with Pillsbury as a bakery salesman in Michigan in 1949. In 1952 he transferred to the Philadelphia area as a supervisor and in January, 1955, went to Los Angeles where he has been western area manager for the company's institutional products.

BREAD IS THE STAFF OF LIFE— DIVIDEND DECLARED

MINNEAPOLIS—The board of directors of General Mills, Inc., has declared a dividend of 75¢ per share on General Mills, Inc. common stock payable Feb. 1, 1957 to stockholders of record Jan. 10, 1957. This is the 114th consecutive quarterly dividend on General Mills common stock.



FLORIDA SCHOOL VISITED—Members of the baking industry, guest lecturers and executives visited the Florida State University school of baking recently. The visit was part of a continuing effort at keeping students, staff and members of the industry in touch with one another. This group is watching Dr. E. G. Bayfield, director of research in baking science, examine the texture of a loaf of bread. At the extreme right is Dr. L. A. Rumsey, director of the baking industry program at FSU. Observing are W. F. Schroeder, HumKo Co., Memphis, Tenn.; Robert See and Russell Westerstrom, Campbell Taggart Associated Bakeries, Dallas, Texas, and Charles W. McWilliams, Quartermaster Corps. Food and Container Institute, Chicago. (Not pictured: Cy Slocum and Harry Ekstedt, Standard Brands, Inc., New York.)

Formulas for Profit

STAMPED COOKIES . . .

*They're Easy to Make,
Profitable Eye Catchers*

*Crocant
Tutti-Frutti
Macaroons
Maple Nut
Old English*

CROCANT COOKIES

Cream together:
2 lb. granulated sugar
1 lb. 8 oz. brown sugar
½ oz. mace
2 lb. shortening
1 oz. salt
3 oz. milk solids (non-fat)
1½ oz. soda
Vanilla to suit
Add gradually:
12 oz. honey
Stir in:
8 oz. whole eggs
Then add:
1 lb. 8 oz. water
Add and mix in until smooth:
6 lb. 8 oz. pastry flour
Bake at about 360° F.

BUTTERSCOTCH COOKIES

Scale into a mixing bowl and mix for about 2 min. at medium speed:
2 lb. granulated sugar
2 lb. brown sugar
3 lb. shortening
1 lb. 8 oz. whole eggs
1½ oz. salt
6 lb. pastry flour
Vanilla to suit
Lemon to suit
Bake at about 360° F.

WALNUT SPECIALS

Cream together:
2 lb. 8 oz. granulated sugar
2 lb. powdered sugar
4 lb. 8 oz. shortening
¼ oz. ammonia
1½ oz. salt
Vanilla to suit
Add gradually:
1 lb. 8 oz. whole eggs
Add:
6 oz. milk
Sieve and add:
7 lb. 8 oz. pastry flour
Then add and mix in until smooth:
12 oz. chopped walnuts
Bake at about 360° F.

PECAN DELIGHT COOKIES

Cream together:
4 lb. brown sugar
2 lb. 8 oz. shortening
1 lb. butter
1½ oz. salt
2 oz. soda
2 lb. 4 oz. macaroon coconut
Vanilla and maple to suit
Add gradually:
14 oz. whole eggs
Sieve, add and mix in:
5 lb. 4 oz. pastry flour
1 lb. 8 oz. chopped pecans
Bake at about 360° F.

DUTCH MACARON COOKIES

Cream together:
3 lb. granulated sugar
1 lb. 8 oz. shortening
12 oz. macaroon coconut
8 oz. ground raisins
1½ oz. soda
1½ oz. salt
¼ oz. nutmeg
Vanilla to suit
Add gradually:
8 oz. whole eggs

Stir in:
14 oz. milk
Sieve, add and mix in until smooth:
4 lb. 8 oz. pastry flour
Bake at about 360° F.

COCONUT COOKIES

Cream together:
2 lb. 8 oz. powdered sugar
1 lb. butter
1 lb. 8 oz. shortening
2 lb. 8 oz. macaroon coconut
¼ oz. salt
Vanilla to suit
Add gradually:
1 lb. 4 oz. whole eggs
Then add:
6 oz. milk
Sieve together, add and mix in:
5 lb. pastry flour
¼ oz. baking powder
Bake at about 360° F.

LIGHT FRUIT COOKIES

Cream together:
1 lb. granulated sugar
1 lb. powdered sugar
1 lb. shortening
¼ oz. salt
Add:
6 oz. malt
Add gradually:
12 oz. whole eggs
Stir in:
6 oz. milk
Sift together and add:
3 lb. 4 oz. pastry flour
2½ oz. baking powder
Add and mix in until smooth:
10 oz. seedless raisins
10 oz. currants
Bake at about 375° F.

ROCK COOKIES

Mix together:
2 lb. 8 oz. granulated sugar
1 lb. 4 oz. shortening
¼ oz. ammonia
¼ oz. salt
Lemon to suit

Add gradually:
8 oz. whole eggs
Stir in:
8 oz. milk
Sieve, add and mix in until smooth:
4 lb. pastry flour
Bake at about 360° F.

NUT CINNAMON COOKIES

Scale into a mixing bowl and mix for about 2 min. at medium speed:
1 lb. 12 oz. brown sugar
1 lb. 12 oz. granulated sugar
2 lb. shortening
12 oz. butter
1 oz. salt
4 lb. 12 oz. pastry flour
¼ oz. soda
¼ oz. cinnamon
8 oz. ground nuts
1 lb. whole eggs
Vanilla to suit
Bake at about 360° F.

DUTCH COOKIES

Mix together at medium speed for about 2 min.:
3 lb. brown sugar
3 lb. shortening
1 lb. butter
1 oz. salt
Flavor to taste
6 lb. pastry flour
1 lb. liquid milk (variable)
Bake at about 360° F.

RAISIN OATMEAL COOKIES

Cream together:
2 lb. granulated sugar
1 lb. brown sugar
1 lb. 8 oz. shortening
¼ oz. cinnamon
1 oz. soda
¼ oz. ammonia
1 oz. salt
Vanilla to suit
1 lb. 4 oz. ground raisins
Add:
2 oz. malt syrup

Stir in gradually:
8 oz. whole eggs
Add:
8 oz. water
Then add and mix in until smooth:
1 lb. 8 oz. fine ground oatmeal
3 lb. pastry flour
Bake at about 360° F.

FRUIT COOKIES

Cream:
2 lb. granulated sugar
1 lb. shortening
¼ oz. salt
Add:
¾ pt. eggs
Mix together and add:
10 oz. seedless raisins
10 oz. currants
½ pt. water
¼ pt. malt or molasses
Sieve and add:
3 lb. 4 oz. flour

2½ oz. baking powder
Scale into 1 lb. pieces. Roll into strips as big around as a dollar. Cut each strip into 18 pieces. Place the pieces on lightly greased pans and flatten with a rock stamp.

RAINBOW ICEBOX COOKIES

Mix together on medium speed for about 2 min.:
1 lb. 12 oz. powdered sugar
1 lb. butter
1 lb. 8 oz. shortening
½ oz. salt
3 lb. 14 oz. pastry flour
8 oz. whole eggs
Vanilla to suit
Color the dough in various colors and roll into strands about 1½ to 2 in. in diameter. Place in a refrigerator until chilled, if desired. Then cut into about ¾ in. thick pieces.
Make impressions with dockers and bake at about 375° F.

BRIDGE WAFERS

Mix together at medium speed for about 2 min.:
5 lb. powdered sugar
6 lb. pastry flour
3 lb. 8 oz. shortening
¼ oz. soda
2½ oz. salt
½ oz. cinnamon
8 oz. milk solids (non-fat)
1 lb. molasses
1 lb. water (variable)
Flavor to taste

SPICE COOKIES

Mix together at medium speed for about 2 min.:
1 lb. granulated sugar
1 lb. brown sugar
1 lb. 2 oz. shortening
¾ oz. soda
1 oz. salt
¼ oz. cinnamon
¼ oz. ginger
4 oz. whole eggs
10 oz. milk
8 oz. molasses
3 lb. 8 oz. pastry flour
Bake at about 360°.

Cookies Can Mean Profits

Stamp-type cookies are a popular and profitable item for the baker. Good rich cookies appeal to every member of the family. The cookie jar is the favorite spot in the kitchen for that in-between snack. Where there are youngsters, this is especially true.

Cookies are profitable because there is a minimum of loss due to stales. Production costs are comparatively low due to the convenience in making them. The doughs for stamp-type cookies can be made large enough so that fresh cookies can be made several days in a row, as needed. Strips of dough can be made up and stored in the refrigerator or freezer until needed. During slow production periods they can be cut, stamped and baked.

The cookies should not be cut too thick. A thin cookie will have a superior flavor due to the sugar caramelizing to a greater extent. They must be baked carefully, as over baking harms their fine flavor. Too many bakers are not as careful on this point as they should be.

While various mixing procedures are given with the formulas, all may be made by the single-stage mixing method, with good results. This method does save time, which is worthwhile when present-day production costs are so high.

After the dough is mixed, it should be made into pieces of desired size and rolled into strips about as large as a half dollar. They should be cut with a sharp knife or scraper into pieces of desired size and placed on lightly greased pans. To decrease the tendency for the cookies to stick to the stamp, it is a good procedure to allow them to stand a while to somewhat dry the top crust. Strips placed in the refrigerator or freezer should be allowed to warm slightly before they are sliced.

A showcase or window display filled with eye-appealing cookies makes a wonderful display in any bakery store. With a little extra effort, increased sales and profits will result.

SHORTBREAD COOKIES**Cream together:**

- 1 lb. 12 oz. powdered sugar
- 1 lb. 8 oz. shortening
- 1 lb. butter
- $\frac{1}{2}$ oz. salt
- Lemon to suit

Add:

- 8 oz. whole eggs

Sieve, add and mix in until smooth:

- 3 lb. 14 oz. pastry flour

Bake at about 360° F.

OATMEAL COOKIES

Mix together at medium speed for about 2 min.:

- 1 lb. 12 oz. granulated sugar
- 1 lb. powdered sugar
- 2 lb. shortening
- $\frac{3}{4}$ oz. soda
- $1\frac{1}{4}$ oz. salt
- $\frac{1}{4}$ oz. cinnamon
- 1 lb. 8 oz. ground raisins
- 1 lb. 4 oz. fine ground oatmeal
- 8 oz. chopped walnuts
- 3 lb. 8 oz. pastry flour
- 10 oz. whole eggs
- 14 oz. milk

Bake at about 360° F.

COCONUT TAFFES**Mix together:**

- 1 lb. 4 oz. granulated sugar
- 1 lb. powdered sugar
- 8 oz. shortening
- $\frac{3}{4}$ oz. salt
- $\frac{3}{4}$ oz. soda
- $\frac{1}{2}$ oz. cinnamon
- Vanilla to suit

Add:

- 12 oz. molasses

Mix in:

- 4 oz. whole eggs

Stir in:

- 12 oz. milk

Then add and mix in until smooth:

- 8 oz. macaroon coconut
- 3 lb. pastry flour

Bake at about 360° F.

CHOCOLATE CHIP COOKIES**Cream together:**

- 1 lb. 12 oz. powdered sugar
- 1 lb. 4 oz. brown sugar
- 1 lb. 4 oz. shortening
- 8 oz. butter
- 1 oz. salt
- $\frac{1}{2}$ oz. soda
- Vanilla to suit

Add gradually:

- 1 lb. whole eggs

Stir in:

- 8 oz. milk

Sift, add and mix in:

- 3 lb. 6 oz. bread flour

Then add:

- 4 lb. chocolate chips
- 1 lb. chopped pecans or walnuts

Bake at about 360° F.

TUTTI-FRUTTI COOKIES**Cream together:**

- 1 lb. 12 oz. granulated sugar
- 1 lb. 8 oz. shortening
- 1 lb. butter
- $\frac{1}{2}$ oz. soda
- 1 oz. salt
- Vanilla and lemon to suit

Add gradually:

- 8 oz. whole eggs

Sieve and add:

- 3 lb. 12 oz. pastry flour

Then add and mix in until smooth:

- 1 lb. 4 oz. finely chopped mixed peel

Cut into pieces of desired size. Place on lightly greased pans, use a stamp to press down. Bake at 375° F.

DUNDEES COOKIES**Cream together:**

- 2 lb. 8 oz. brown sugar
- 1 lb. 12 oz. shortening
- 1 oz. salt
- $1\frac{1}{4}$ oz. soda
- $\frac{1}{4}$ oz. nutmeg
- Vanilla to suit

Add gradually:

- 1 lb. whole eggs

Stir in:

- 8 oz. milk

Sieve and add:

- 3 lb. flour

Then add and mix in until smooth:

- 12 oz. macaroon coconut

Bake at about 360° F.

PEANUT BUTTER COOKIES**Cream together:**

- 2 lb. brown sugar
- 1 lb. 8 oz. corn syrup
- 1 lb. 10 oz. shortening
- 1 lb. 12 oz. peanut butter

- $1\frac{1}{2}$ oz. salt

- 1 oz. soda

Vanilla to suit

Add gradually:

- 12 oz. whole eggs

Stir in:

- 4 oz. milk

Sift, add and mix in:

- 4 lb. 8 oz. pastry flour

Bake at about 360° F.

LOG CABIN COOKIES OR**"ROUGH AND READY'S"**

Mix together at medium speed for about 2 min.:

- 6 lb. cooky flour
- 3 lb. sugar
- 1 lb. 8 oz. butter
- 1 lb. whole eggs
- 4 oz. yolks
- 1 qt. milk
- 1 oz. soda and
- 2 oz. cream of tartar or
- 4 oz. baking powder

Flavor—Vanilla or lemon

This formula will give a soft dough. Drop pieces of desired size into powdered sugar, set them on greased pans and mark crosswise with fork or cardboard.

Bake at 360 to 375° F.

MAPLE NUT COOKIES**Cream together:**

- 1 lb. 12 oz. brown sugar
- 1 lb. 4 oz. shortening
- 1 lb. butter
- $\frac{1}{2}$ oz. soda
- 1 oz. salt
- Maple flavor to suit

Add gradually:

- 8 oz. whole eggs

Sieve and add:

- 3 lb. 10 oz. pastry flour

Add and mix in until smooth:

- 12 oz. chopped pecans

Bake at about 360° F.

SCOTCH SHORTBREAD

Mix together at medium speed for about 2 min.:

- 2 lb. 8 oz. powdered sugar
- 4 lb. shortening
- 1 lb. butter
- $1\frac{1}{2}$ oz. salt
- 4 oz. milk solids (non-fat)
- $\frac{1}{4}$ oz. soda

Flavor to taste

- 9 lb. 12 oz. pastry flour

- 8 oz. whole eggs

- 1 lb. milk (variable)

Bake at about 360° F.



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 43) and the Do You Know feature (see page 22), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

LIGHT MALT COOKIES**Cream:**

- 2 lb. granulated sugar
- 1 lb. shortening
- $\frac{3}{4}$ oz. salt

Add:

- $\frac{3}{4}$ pt. eggs

Mix together and add:

- 10 oz. seedless raisins
- 10 oz. currants
- 4 oz. water
- $\frac{1}{4}$ pt. malt

Sieve and add:

- 3 lb. 4 oz. flour

- $2\frac{3}{4}$ oz. baking powder

Scale into 1 lb. pieces. Roll into strips as big around as a dollar. Cut

each strip into 18 pieces. Place on lightly greased pans and flatten with a rock stamp.

OLD ENGLISH CRUNCH COOKIES**Cream together:**

- 2 lb. 10 oz. sugar
- 2 lb. 2 oz. brown sugar
- 3 lb. shortening
- $1\frac{1}{2}$ oz. salt
- $\frac{3}{4}$ oz. soda
- Vanilla to suit

Add gradually:

- 1 lb. 4 oz. eggs

Mix together, add and mix in:

- 2 lb. oatmeal
- 1 lb. chopped nuts
- 3 lb. 8 oz. flour

Harry A. Bullis Forecasts Good Year for Food Industry

MINNEAPOLIS—The outlook for 1957 is very good for business in general, and it is excellent for continued growth in the food industry, according to Harry A. Bullis, chairman of the board of General Mills, Inc.

Mr. Bullis made this statement on the food industry outlook in the Food Mart News. Here is the complete text of Mr. Bullis' statement:

During 1956 economic activity reached a new high. Gross National Product has increased from a rate of \$403 billion at the beginning of this year to an estimated \$420 billion in the last quarter. Disposable personal income continues its steady gain from a rate of \$280 billion in the first quarter, to \$288 billion in the third quarter and is still growing.

Of this \$288 billion which our people had to spend, they saved \$21 billion and spent \$267 billion.

Back in 1939, the people spent 22% of their disposable income for food. During the war years they spent only 20% to 21% for food, probably because many foods were in short supply. Then after the war ended, everyone wanted more and better food and, in 1947, about 27% of the people's

disposable income went for food. As incomes increased, the ratio dropped to about 25% and for several years American families have been spending liberally for food at the rate of one-quarter of their incomes after taxes.

In 1955, total food purchases were about \$67 billion. In 1956, about \$69-70 billion will go for food.

How good will the food business be in 1957? It will depend to some extent on the general economic outlook. Many of our leading economists have expressed opinions to the effect that the economic tide will continue to rise in 1957. It would seem that the momentum we now have will carry through the first half of the year. It is possible that tight money may slow up the rate of gain and bring about a "plateau" period after a few months. Prices at both wholesale and retail levels have been rising slowly. It appears that we are in a period of creeping inflation with keen competition for the consumers' dollars.

Any attempt to view the future business picture must make allowance for the international situation, which gives cause for serious concern. It is evident that there will be economic dislocation in England and Western Europe which will have repercussions here. We shall probably have to supply dollar exchange either through loans or grants for the purchase of oil. Such action would tend to increase the inflationary pressure on our monetary system. On the other hand, we must also take into account the possibility that our export trade may be penalized.

Less than 3% of our labor force is unemployed. Employment is at an all time high. Average hourly wages and weekly earnings are the highest in history. With continued high expenditures for industrial plant and equipment and public construction, including new highways, high take-home pay will continue.

With high take-home pay, families will spend liberally for food. There-



fore I believe the food industry will have another good year in 1957.

Population is increasing at a rate of nearly three million annually. That means three million more mouths to feed. Also the huge number of youngsters born since the war are getting to the age of big eaters. It all adds up to a constantly increasing food demand. During the past five years, while food prices have been relatively stable, total expenditures for food have increased at an average rate of about 3½% annually. That means the food market basket should be at least \$2.5 billion larger next year.

The American people have been upgrading their diets. They are eating more meat, eggs, dairy products, and fresh fruits and vegetables. They are purchasing more and more frozen and processed foods, which are easily prepared in the home. With an increasing number of housewives gainfully employed, convenience and ease of preparation in the kitchen is becoming an essential element in food processing. Pre-kitchen processing ranks second only to high quality.

Most foods will continue in large supply. There will be plenty of eggs, poultry, fresh and frozen vegetables and fruits, as well as products made from cereal grains. There will be sufficient dairy products, but pork and beef may be a little less plentiful and higher priced. In fact, it is probable that all farm products will rise in price because of the drouth and the reduction in acreage pursuant to the soil bank.

The demand for processed foods will continue to grow in 1957. The research laboratories of all our large food processors are working hard to develop new and more appetizing ways of serving high quality foods. There will be even greater selection of pre-cooked frozen foods and complete meals, ready to heat and serve. There will be new mixes for the convenience of the housewife and more baked products ready for the oven, or which need only to be heated before putting on the table.

Food processors are endeavoring to make our great variety of nutritious foods more palatable, longer keeping, and more convenient to economize the time the homemaker spends in the preparation of meals.

The cost of processing can be expected to add to the cost of foods, but there are also compensating factors. For instance, the retail cost of ingredients which go into a typical cake frequently add up to more than the cost of the packaged mix. Furthermore, the processed foods sold under national brands have a guarantee of high quality behind them; there is less waste and, when the housewife's time is taken into consideration, it must be admitted that they have fully earned their place in our food economy.

Taking all factors into consideration, the outlook for 1957 is very good for business in general, and it is excellent for continued growth in the food industry.

—BREAD IS THE STAFF OF LIFE—

PRESIDENT REELECTED

DETROIT, MICH.—The Specialty Bakers Service, Inc., exclusive franchising agency for the Kellogg Sunrich health loaf, has reelected Miss Florentine Urban as president.

For many years Miss Urban has assisted the Kellogg company in its home economics, health loaf testing program. Approximately two years ago the new loaf was perfected. The Specialty Bakers Service was formed to select bakers to handle it. It is now represented by offices in Cleveland, Ohio, and St. Petersburg, Fla.



J. R. McLaughlin

REPRESENTATIVE—James R. McLaughlin has been appointed representative for the Kansas Milling Co., Wichita, in Chicago and the surrounding territory, according to an announcement by Elmer W. Reed, company president. Mr. McLaughlin is opening a brokerage office under the name of J. R. McLaughlin Co., 254 Dickens Road, Northfield, Ill.

Omar, Inc., and Union Sign 5-Year National Sales Agreement

OMAHA—The Central Conference of Teamsters and Omar, Inc., have signed a five year national agreement covering company salesmen operating within the jurisdiction of the Central and Southern Conferences of Teamsters. This is the first national sales contract in the history of the baking industry, according to the joint announcement.

The agreement provides for changes in the days-off program, improved vacation benefits, truck loading, company paid health and welfare and pension plan. The contract also calls for higher starting pay and an increased weekly minimum guarantee and other substantial monetary increases.

The pension plan will provide for retirement as early as age 55. It allows for benefits as high as \$288.50 with social security, for employees retiring at 65. Also, double indemnity, weekly indemnity, hospitalization, surgical and polio benefits, and life insurance coverage will all be assumed by the company.

In addition to the expanded days-off program which will gradually provide a maximum of 40 days off a year with pay, the contract also allows for each salesman's truck being loaded each morning to help cut down his working day.

—BREAD IS THE STAFF OF LIFE—

AUXILIARY PARTY

PITTSBURGH—The Ladies Auxiliary of the Retail Master Bakers Association of Western Pennsylvania held its annual Christmas party at Gateway Plaza, Pittsburgh. Mrs. Frank Mandl, Mandl Bakery, president, and Mrs. Gerard Traxler, Byrnes & Kiefer Co., were chairmen. The Auxiliary's annual Charity Chest was divided among the DePaul Institute for the Deaf, the Cancer Fund, the Industrial Home for Crippled Children, and Vincentian Home for Incurables.

USDA Expert Says End Use Determines Wheat Quality

WASHINGTON—The current interest in the revision of U.S. standards for wheat has sparked discussion of the proper quality of wheat for milling and processing.

Philip Talbott, head of the bakery section of the grain branch, U.S. Department of Agriculture, recently mentioned in an article that the end use determines the necessary quality of wheat. In the December issue of Agricultural Marketing, Mr. Talbott wrote as follows:

"The word 'quality' when applied to wheat is a much abused term.

"Even among those who use it most, there is a general misunderstanding and misuse. Wheat producers, intrastate wheat handlers, legislators, and government officials who administer the several wheat programs—each thinks of it in a different way.

"Actually, when used in relation to a particular class of wheat, the word 'quality' denotes its suitability for some specific purpose. It has no reference to intrinsic values.

"Since commercial bakers are the primary users of wheat's principal product, flour, the demands of the baking industry determine the quality of the wheat it uses. For example, 'yeast leavened' products require a certain type of flour, while 'chemically leavened' baked goods demand another.

"The deciding feature is the functional properties and machinability of the wheat used in these two classes of products. However, a particular type of wheat may be considered of 'good' quality for one product, but 'poor' for another.

"Yeast leavened products, consisting primarily of bread and rolls, some pastries, and other baked items made by biscuit and cracker bakers, are best when made with flour obtained from the hard classes of wheat. Such classes are 'Class I—Hard Red Spring Wheat,' 'Class IV—Hard Red Winter Wheat,' and 'Class VI—Subclass (A) Hard White Wheat.'

"Chemically leavened products—cakes, cookies, doughnuts, some pastries, biscuits and crackers—are generally made with flour obtained from the soft classes of wheat. These are

'Class V—Soft Red Winter Wheat and 'Class VI—Subclass (B) Soft White Wheat.'

"Consumers and bakers alike consider yeast leavened products made with soft wheat flour to be of poor quality. This is because the intrinsic characteristics of soft wheat flour's protein and other components simply do not produce yeast leavened products of a fine grain and texture, nor of a good volume.

"The converse, of course, is also true. Chemically leavened products made with hard wheat flour are not acceptable to the consumer or baker. They lack 'shortness,' and the grain and texture are usually poor.

An Erroneous Belief

"What is not true, however, is the general belief among producers and handlers of hard red spring wheat—including millers and bakers—that all other classes of wheat are inferior. Such a belief is erroneous.

"Scientific studies on the functional properties of the various classes of wheat show that hard red winter wheat of equally sound protein content will produce flour having the same intrinsic baking quality as flour produced from hard spring wheat.

"But without the benefit of scientific milling and baking tests it is difficult to determine with certainty which of two carloads of equal-grade wheat (one car hard red spring and the other car hard red winter) is of better quality.

"This is a question still posed before researchers. One that must be solved in the not-too-far future."

—BREAD IS THE STAFF OF LIFE—

Fisher Flouring Mills Names Sales Manager

SEATTLE — Robert L. Erzinger, Seattle, has been appointed sales manager and advertising manager, packaged products division, Fisher Flouring Mills Co., according to announcement by John L. Locke, president. He succeeds the late Earle G. Lawrence.

Mr. Erzinger joined the Fisher Flouring Mills in 1945, directly following his four years of World War II service in the U.S. Naval Air Corps. He completed his service with rank of lieutenant-commander and was an executive officer of a carrier-based squadron. Most of his active service took place in submarine patrol work in the North Atlantic.

Mr. Erzinger has held numerous positions since joining the company. They include assistant to the advertising manager, supervisor of sales in Washington, brokerage supervisor, district sales manager and assistant to the treasurer and assistant general manager. This fall he was in charge of opening up new sales territories in the Midwest for promotion of a new breakfast cereal.

SALES UP

WASHINGTON — Dollar volume sales in bakery product stores in the U.S. during September increased 3% over the September, 1955, figure and were unchanged from August, 1956, according to a monthly retail trade report of the U.S. Department of Commerce. Dollar volume sales for the first nine months were down 1%.



RIGHT THIS WAY, FOLKS!

For a specially guided tour of . . . the 1957

ARBA Convention and Exhibition
March 17-20 - New Orleans, La.



The press reports that Pravda now contends that a Russian invented the streetcar. What's a streetcar?

Golly, the nostalgia a man can stir up by cleaning out the attic—bustles, buggy-whips, kerosene lamps, and 3-D glasses.

A small town is usually a place that is divided by a railroad, a main street, two churches and a lot of opinions.

To instill into the mind of his son sound wisdom and business precepts was Jones senior's earnest endeavor.



The Choice of the Finest Hard Wheats

The only mill in this great terminal market, Universal consistently offers: **BETTER SPRING WHEAT AND DURUM FLOURS**

DULUTH UNIVERSAL MILLING CO.
Duluth, Minnesota

DIXIE LILY

Plain and Self-Rising

A Flour Without Equal Anywhere

BUHLER MILL & ELEVATOR CO.

- Mill & Gen. Offices, Buhler, Kansas
- Southern Regional Office, 934 Exchange Bldg., Memphis, Tenn.

FLOUR

is your prime ingredient! That's why it pays to buy the dependable & master milled by



W. J. Jennison Co.
"A World of Quality and Service"

576 Grain Exchange, Minneapolis 15, Minn.
Telephone Federal 2-8437
MILLS AT APPLETON, MINNESOTA

Sweet Cream
Very Best
Masterpiece
Secure
Choice of Minnesota
Bismarck

Buhler
Stamina

or. He taught his offspring much, including the advantages of bankruptcy, failures, and fires. "Two bankruptcies equal one failure, two failures equal one fire," etc. Then Jones junior looked up brightly.

"Father," he asked, "is marriage a failure?"

"Well, my boy," was the parent's reply, "if you marry a really wealthy woman, marriage is almost as good as failure."

"Oh, doctor, I'm so upset," said the woman. "My husband seems to be wandering in his mind."

"Don't let that worry you," replied the doctor. "I know your husband—he can't go far."

The honeymoon is over when the bridegroom who promised to tell his bride everything finds out she already knows everything.

A gentleman in the optical business was instructing his son in the technique of chiseling a fair and honest price out of a customer. He said: "Son, after you have fitted the glasses to a customer and the customer asks, 'What's the charge?' you should say: 'The charge is ten dollars.'"

"Then pause and watch for the flinch."

"If the customer does NOT flinch, you say: 'That's for the frames, the lens will be another ten dollars.'"

"Then you pause again—but this time just slightly—and again you watch for the flinch."

"If the customer doesn't flinch, you say, 'Each.'"

The love-struck collegian was trying to reason with his father. "But, Dad," he persisted, "don't you believe two can live as cheaply as one?"

"Yes, mother and I are living as cheaply as you."

Jack, age thirteen, was puzzled over the girl problem and discussed it with his pal, Jim.

"I've walked to school with her three times," he told Jim, "and carried her books. I bought her ice cream sodas twice. Now do you think I ought to kiss her?"

"Nah. You don't need to," Jim decided after a moment of deep thought. "You've done enough for that girl already."

A young man who had just received his degree from college rushed out and said, "Here I am, world; I have my A.B."

The world replied: "Sit down, son, and I'll teach you the rest of the alphabet."

Strong, Bakers' Patents

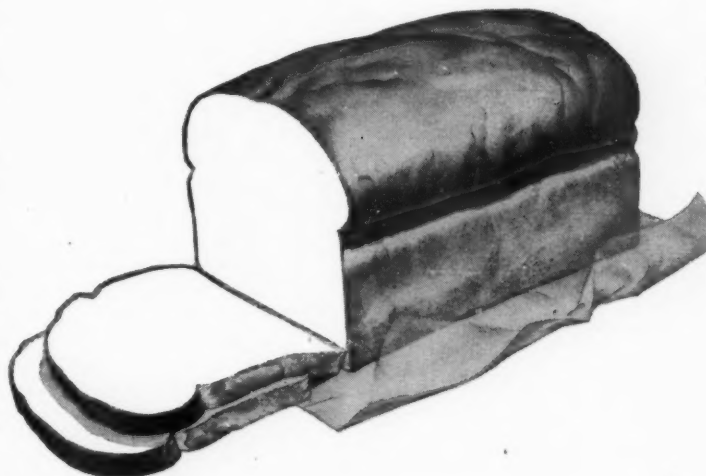
SPRING PILOT KANSOTA KANSAS PILOT

ROANOKE CITY MILLS, INC.

"Finest in the South"

ROANOKE VIRGINIA

Masterpiece of baking
uniformity because flour uniformity is
pre-tested by Flour Mills of America!



flour mills of America, Inc.

KANSAS CITY • ST. LOUIS • ALVA • ROSEDALE

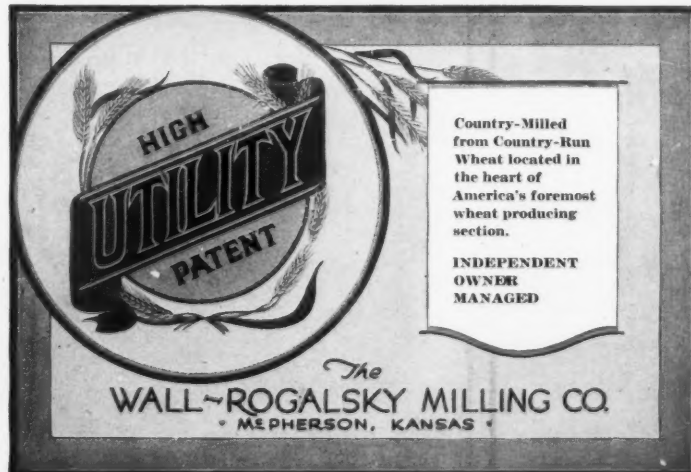
La Grange Flours

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend
on LA GRANGE
FLOURS

LA GRANGE MILLS
RED WING, MINNESOTA



"ROCK RIVER" "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

DO YOU KNOW



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 32 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. The average marshmallow formula contains from 1.8 to 2% gelatine.

2. There is no objection to using

grated lemon rind in lemon pie filling along with the juice of lemons.

3. A good pie crust formula should contain about 70 to 75% shortening

or lard, based on the total weight of the dough.

4. The ideal temperature for mixing cake batters is between 70 and 75°F.

5. When boiling sugar for making boiled icing the blow stage is reached when the syrup has a temperature of 240°F.

6. Steam-rendered lard contains a higher moisture content than open-kettle-rendered lard.

7. A change in the brand of canned pumpkin being used in making pumpkin pies may be cause for the pies to crack during baking.

8. A darker brown color can be produced on the shells of lemon and cream pies by using some dextrose (corn sugar) in the dough.

9. A stiff mix will cause almond macaroons to have hollow bottoms.

10. Baking powder is never used in making angel food cakes.

11. In general, rye bread made by the sponge dough process handles somewhat easier through the machines than when made by the straight dough process.

12. Placing cans of frozen berries in hot water to thaw them in a hurry is not at all harmful.

13. Soda bicarbonate is used in molasses cakes instead of baking powder because it produces a much better crumb and crust color.

14. Rye bread baked in basket frames requires more bottom heat than rye bread baked directly on the oven hearth.

15. The sinking to the bottom of raisins in pound cakes can be eliminated by adding about an ounce of soda to each 15 lb. of cake batter.

16. The main reason for cheese cakes shrinking is use of the wrong type of cheese.

17. Steam is used in the oven when baking bread to hold down the volume.

18. A quart measure will hold about 35 egg yolks.

19. It is not permissible to ship cakes labeled "chocolate," and which contain cocoa, from one state to another without getting into difficulty.

20. Cupping on the bottom of pan bread may often be eliminated by punching three to four small holes in the bottom of the pans.

—BREAD IS THE STAFF OF LIFE—

DISTRIBUTION COMPLETE

CHICAGO—The Kitchens of Sara Lee has completed national distribution of its fourth product, chocolate cake. Charles W. Lubin, president of the Chicago bakery, announced that production facilities have been expanded to fill the demand for Sara Lee's newest product. He said shipment of the chocolate cake has already started to all areas in which the company's other three products, coffee cake, pound cake, and cheese cake, are distributed. The Sara Lee chocolate cake was first introduced just a year ago in Chicago, and then in New York several months later. The bakery is one of the nation's first producers of premium quality baked foods for mass distribution through chain and independent supermarkets and food stores.

"SLOGAN SPECIAL"

The Quality Baker's Flour

Oklahoma Flour Mills Co.

KLING, OKLAHOMA

RUNCIMAN MILLING CO.

SUCCESSORS TO JONATHAN HALE & SONS, INC.

MANUFACTURERS OF FINEST

MICHIGAN SOFT WHEAT FLOURS

Plain and Self-Rising

IONIA, MICH. PHONE 65

Since 1856

"Golden Loaf" That's Our Brand—

The Flour with the Doubt and Trouble left out

TENNANT & HOYT COMPANY
Lake City, Minn.



Wytase makes bread
with increased shelf life
....keeps fresh longer
....tender texture
....full bodied flavor

FLAVORFUL WHITE BREAD

made with

Wytase
DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening and conditioning the dough.

J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

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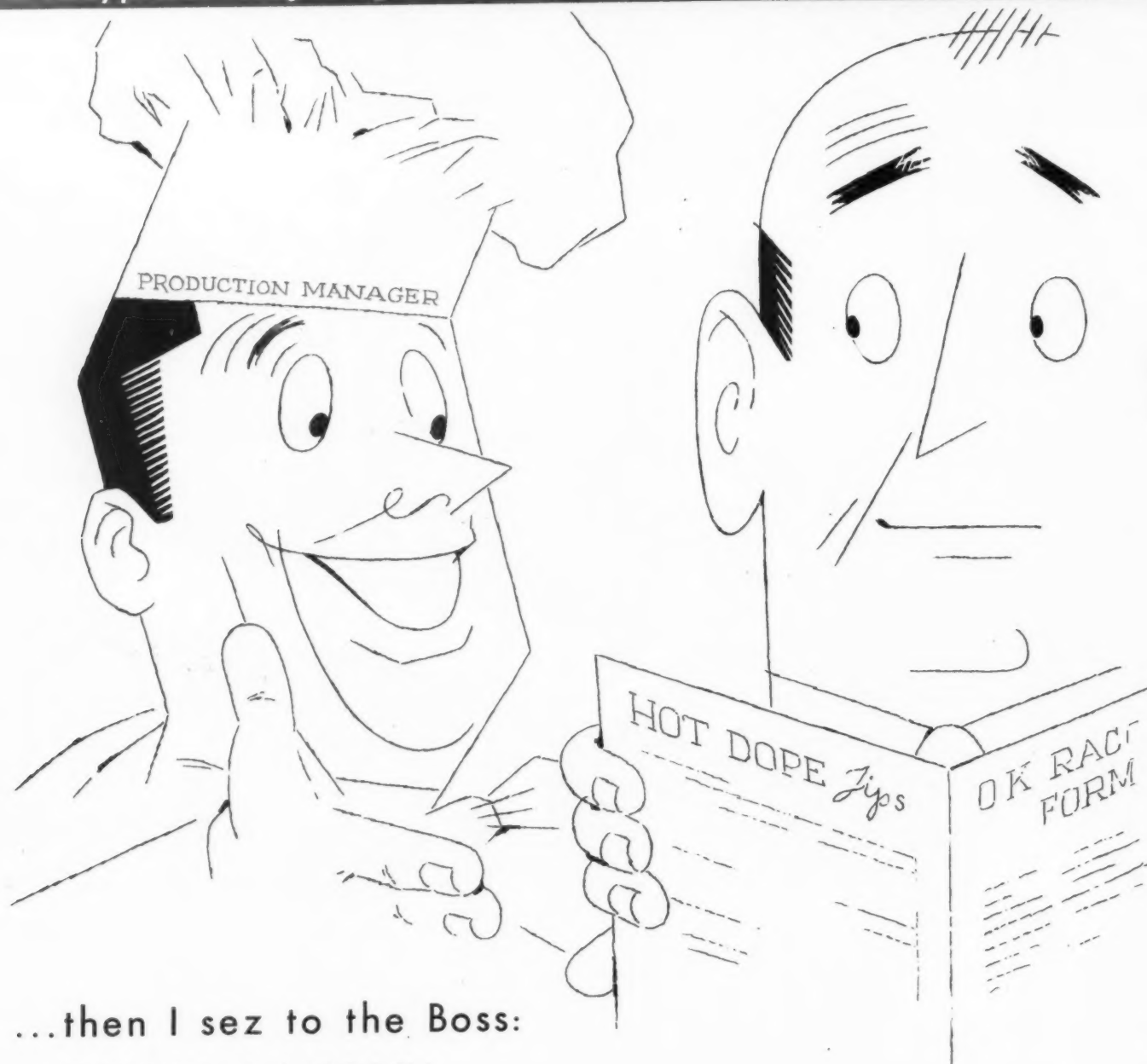
IT PAYS TO BUY

American Flours



AMERICAN FLOURS, Inc.

If the bakery production managers bought the flour, they tell us we couldn't make enough **DRINKWATER FLOUR!**



...then I sez to the Boss:

DON'T GAMBLE!

you can take chances on some bargains,
but first give me at least 50%*

DRINKWATER FLOUR

There's no guessing about quality and uniformity of your products when you use quality ingredients. That's why I *insist* on DRINKWATER!

MORTEN MILLING CO., DALLAS, TEXAS

*P.S. . . . and 100% is better if you want to make the best loaf in town!

Ring the Baker's Doorbell

A business name has been filed in the **Erie County, N.Y.** clerk's office for the Colony Bake Shop, 1850 Colvin Blvd., **Town of Tonawanda**, by James and Mary A. Kurzdorfer.

Raymond T. Fiske has purchased the controlling interest in Veeder-Baker, Inc., owners of the Electric-Maid Bake Shops, a four-store chain in **Schenectady, N.Y.** Blanche Baker, who founded the firm in 1924, remains with the new organization as consultant and advisor. Mr. Fiske formerly was assistant sales manager of the Russell-Miller Milling Co. in **Buffalo, N.Y.**

Trefz Butter Gem bakery, **Minneapolis**, was recently damaged by \$1,000 fire. The Tommy Tucker Bakery, **Lockport, N.Y.**, recently suffered a \$5,000 loss when fire of undetermined origin swept through its building on Locust Street.

The Rolling Pin Bakery, **Billings, Mont.**, which has several retail outlets in **Billings**, has leased space in the Partington Plaza shopping center to be built in **West Billings**. Donald H. Shaneling, **Minneapolis**, said American Shopping Centers, Inc., plans to start construction of 43 units early in 1957.

Chester Farrow and son, James, formerly of **East St. Louis, Ill.**, are constructing the Farrow Drive-In Bakery at **Ft. Lauderdale, Fla.**, a \$63,000 investment. The location will be 3061 W. Broward St. Mr. Farrow is the former superintendent of the Tri-City Grocery Co. Bakery at **Granite City**.

L. Carroll Cole, president of Cole's Bakeries, Inc., has announced installation of a bakery unit in the Plumb Super Market, **Ludington, Mich.** Robert Hamilton, now at Muskegon, will manage the unit.

Mrs. Agnes Turcott and Mrs. Lila Gaudette have opened the Cookie Jar, specializing in Danish pastries and pies, at **Cape Elizabeth, Me.** The women opened their original Cookie Jar at **Boothbay Harbor** four years ago.

The Tenderfluff Donut Shop has been opened by Peter Kirkbride at 219 N. Fifth St., **Zanesville, Ohio**.

Eck's Bakery is one of the new businesses opened in the \$1,250,000 Mar-Lee Manor Shopping Center, **Denver, Colo.**

The Miracle Mile Bake Shop was recently opened in **Phoenix, Ariz.**, by Abe Holtzman, former operator of Handel's Bakery in **Phoenix**. The shop will specialize in Jewish baked foods and has new, modern equipment.

Sehnert Bakery, formerly at **Holdegre, Neb.**, has been moved to **Kearney**. R. E. Sehnert is the proprietor.

Gilbert Hutchcraft and Clyde Fultz, and their wives, have re-opened Schwenger's Bakery, 107 N. Union St., **South Bend, Ind.**

Richard Methven, Closter Bake Shop, **Closter, N.J.**, has sold his interest to Mr. and Mrs. Martin Bi-

schoff. Mr. Methven has temporarily retired from the baking trade after 20 years, and plans to take a vacation before assuming other business interests.

Announcement has been made of incorporation of the Star Baking Co.,

Inc., at **Onley, Md.**, a \$300,000 investment.

Wind's Bakery, Inc., 105 Main St., **Whitesboro, N.Y.**, was closed recently by Joseph W. Wind, president and treasurer, and other members of the Wind family who held controlling in-

terests. The bakery was sold at auction to Nathan Sonne, **Utica**, and Frank Goldman, Goldman's Bakery, for \$30,000.

Mr. and Mrs. Arden Sikkinks, **Preston, Minn.**, have purchased the **Zumbrota, Minn.**, bakery formerly owned by Mrs. Frederic R. Mosse.

The **Fort Carson (Colo.)** quarter-master bakery, a landmark which dates from opening of the post, has suspended operations, and its military personnel assigned elsewhere. The

ANOTHER valuable ingredient for bakers — Since 1928

BROLITE

BROLITE 1A

is a combination of
BROLITE 1E (cultured product made with butter) reinforced with other flavoring materials.



Packed in drums of 200#, 100#,
50# and 25# for your convenience

BROLITE 1E

is a cultured product made with butter — subjected to fermentation and dehydration.



BROLITE 1A and 1E
impart a delicate flavor when used alone—
accentuate the flavor of butter when used
in formulas containing butter.
Lowers ingredient cost.

BROLITE'S trained bakery technicians at your service

BROLITE COMPANY, INC.

2542 N. Elston Avenue Chicago 47, Illinois

225 Fourth Ave.
New York City 3, N.Y.

621 Minna St.
San Francisco 1, Cal.

2921 S. Haskell Ave.
Dallas 23, Texas

518 First Ave. North
Seattle 9, Wash.

686 Greenwood Avenue, N.E.
Atlanta 6, Ga.

Star Baking Co., Colorado Springs, has been given a contract to supply bread to Carson through Feb. 15.

General Bakeries, Ltd., Canada, has declared a common stock dividend of 10¢ a share, plus 5¢ payable Jan. 15, 1957, to holders of record Dec. 20, ex-dividend Dec. 18.

The Benson Bakery, Athens, Ga., has acquired Flowers Bakery, Gainesville, Ga.

Announcement has been made of the incorporation of the Baltimore

Bakery, Inc., at Norfolk, Va. Ada Kayer is president. Capitalization was reported as \$50,000.

The West Side Bakery, 29 Berlin St., Binghamton, N.Y., has been closed by the owners, William Weiss and Max Rosenbaum.

The Patterson Bakery at Ellsworth, Kansas, has been sold to Ralph Woldridge of Russell, Kansas, who has been employed in the bakery business three years. Glenn Patterson, the former owner, purchased the bakery in 1945.

Study of Impulse Grocery Buying Reveals Some Habits of Shoppers

NEW YORK — The question of just how "impulsive" is impulse buying in the grocery store was explored recently before the annual meeting of the Grocery Manufacturers of America at the Waldorf-Astoria.

Elihu Robinson, promotion director of Food Field Reporter and Food Topics, told of a new approach to impulse buying in a pilot study conducted by his publications in con-

junction with Star Markets, Inc., a prominent Pittsburgh food chain. The study analyzed 4,848 purchases made by 265 Star Market customers in the chain's Monroeville, Pa., store during the week of March 19, 1956. It showed that a surprisingly small percentage of purchases—only 11% of measured impulse purchases—were actually based on emotional or "impulsive" reasons.

Almost nine out of 10 of the so-called impulse purchases were determined by carefully considered factors which were resolved inside the store. In other words, before a customer selected a previously unplanned can of corn or box of cookies for her shopping basket, she gave plenty of thought to her reasons for buying. Major motivations given by customers for such purchases were quality and freshness 31%, to please family 20%, price 11%, product convenience features 7%, and to supplement the menu 7%.

While brand switching was somewhat more in evidence on impulse purchases than on specifically planned ones, findings confirmed the strength of brand loyalties. About nine out of 10 stayed with the purchase of favored brands on planned purchases, and about eight in 10 on so-called impulse purchases. If the shopper is more prone to persuasion by full shelf assortments, attractive floor or aisle displays, special deals, contests, and so on, she is also extremely loyal to her favorites.

As was expected, the Star Market study showed that 53% of all purchases were additional impulse sales not planned when the customers first entered the store. Certain types of products ranked notably high as impulse items. For example, 89% of confectionary items were bought on impulse and 74% of the condiments. Fresh meat, frozen foods, produce, baked goods, canned foods, jams and jellies, desserts and household supplies all scored higher than 50% as impulse purchases.

Nielsen Report

James O. Peckham, executive vice president of the A. C. Nielsen Co., presented Nielsen's 19th annual report to the GMA meeting. Mr. Peckham said that grocery store sales continued to show almost 8% gains in 1956, and he predicted another 5% progress in 1957.

While increased sales of products with major built-in consumer conveniences accounted for a substantial part of this increase, products with new developments such as improved types, added flavors and more convenient sizes, also contributed to the sales improvement.

The failure to take advantage of these opportunities almost invariably meant lost leadership, Mr. Peckham said. He cited the fact that 31%

(Continued on page 40)

Most bakers prefer Sun-Maid Raisins, because Sun-Maid offers a pick-of-the-crop variety for every baking need. You can depend on Sun-Maids always being fresh, clean and flavorful.

You save money when you use Sun-Maid Raisins and Currants. Sun-Maids are specially processed and packed for the bakery trade. They save time and cut labor and preparation costs.

SUN-MAIDS Are A Baker's Best Buy— For All Baking Needs!

Sun-Maid serves bakers in another important way! Demand for raisin goods is stimulated through year-round national advertising. You'll find Sun-Maid advertising in America's leading magazines.

FOR BAKERY USE

- PUFFED MUSCATS
- ZANTE CURRANTS
- THOMPSON SEEDLESS
- GOLDEN SEEDLESS



Guard Your Quality—
And Raise Your Profits With

SUN-MAID RAISINS

Grown and packed by the Sun-Maid Raisin Growers of California, Fresno, Calif.

GARLAND MILLS
INC.

GREENSBURG, INDIANA

Cake, Cracker and Family Flours

"RUSSELL'S BEST"

"AMERICAN SPECIAL"

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

RUSSELL MILLING CO., Russell, Kansas

PERFORMANCE determines Cost

HOW MIGHTY IS A PENNY?

Every successful baker is, and necessarily must be, a good business man. In the highly competitive baking industry, the difference between success and failure sometimes hinges on as little as a fraction of a penny in unit costs.

Those bakers who have installed cost accounting methods are discovering mighty interesting facts about ingredient costs. Take Midland Flours, for example.

The outstanding shop performance of Midland Flours means lowered production costs all the way down the line. Milled in accordance with *scientific* control standards, the name "Midland" is your absolute assurance of uniform baking results . . . means increased sales, too, through quality baked goods with increased consumer appeal.

It's just good business to use uniform-milled flours by Midland.



**Town Crier
FLOUR**

UNIFORM-MILLED FLOURS BY

**THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.**




KELLY'S FAMOUS flour always reflects its exceptional merits in the bread it produces. Let KELLY'S FAMOUS help make your loaf the best in your market.

*Milled exclusively from scientifically
selected varieties of finest hard wheat
under constant Laboratory Control.*

The WILLIAM KELLY MILLING COMPANY
HUTCHINSON, KANSAS

Capacity 5,000 Sacks

Grain Storage 1,000,000 Bus.



PIKES PEAK

Bakery Flours

*Peak Performance
backed by
Superior Service*



The **COLORADO MILLING
& ELEVATOR COMPANY**

General Offices • Denver, Colorado

BIG THOMPSON CANYON
in the COLORADO ROCKIES

'ROUND-THE-CLOCK ALERTNESS ASSURES YEAR-ROUND QUALITY

Even double checking is not enough for the
Pillsbury quality control department; these flour "detectives"
leave nothing to guesswork



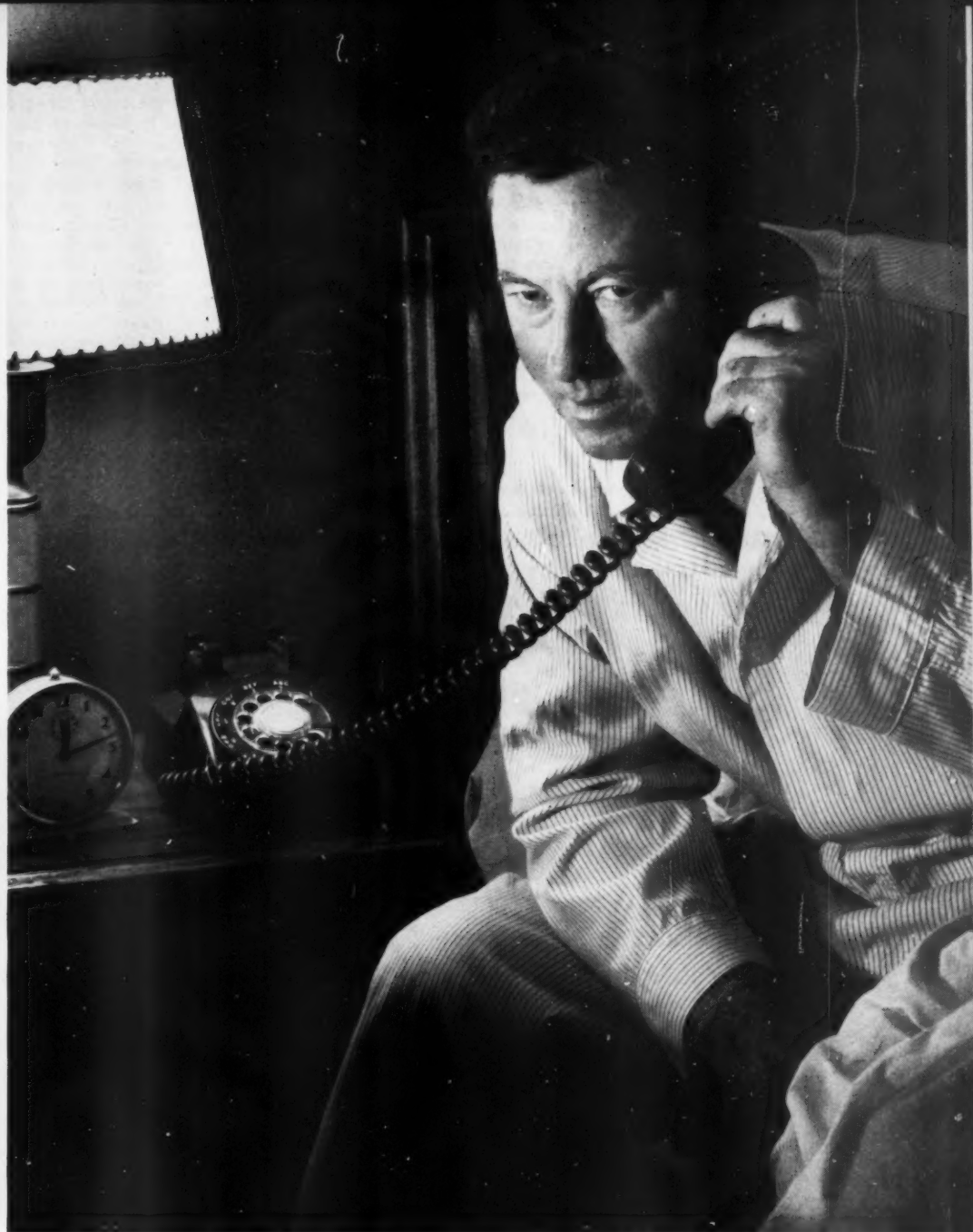
Raw materials must pass tough tests before being used in Pillsbury bakery flour and mixes. This is vital when the basic raw material—wheat—is subject to many variables. 15 kinds of wheat are grown in Kansas alone—each with different baking qualities. And each varying from crop to crop. (This year, Kansas wheat has the highest protein ever recorded.)

So bakers can count on uniform baked foods year after year, Pillsbury's quality control "detectives" maintain 24-hour vigilance over raw materials, wheat blends, milling steps and final use of all Pillsbury Products. Quality control at Pillsbury is a separate department with full authority to turn down raw materials or prohibit the shipment of any finished products that don't meet exacting standards. Pillsbury's reputation for quality is one of the company's greatest assets . . . and the chemists, engineers and technologists in quality control are the constant watchdogs over this long-standing reputation. These men also keep products in line with bakery production needs. Higher mixing speeds during the past 10 years have required flours with more tolerance and uniformity. Pillsbury quickly met and maintained these new specifications.

Test, test, test—that's the only sure way there is to maintain constant quality. Farinograph shown below compares mixing time and tolerance and water absorption of flour samples. The first tests are made before the harvest. Pillsbury technicians go right to the heart of the wheat belt, test specially-milled samples of the ripe, newly harvested grain . . . so they can advise grain buyers of current wheat characteristics. But the testing doesn't stop here. The wheat is tested when first binned, again after various bins are blended together. The flour is checked during milling and as a finished product prior to packing.



Full
samp
differ
Pills
new
prog
prod
abrup



It's not unusual for a midnight call to rouse the Pillsbury plant quality control manager with a special problem about a particular run of flour. Constant quality, night or day, is the watchword.

Full size loaves are baked from samples at many points. Over 400 *different* tests are run each week at Pillsbury's Springfield plant alone. At new crop time a special transition program is followed so the baker's production won't be affected by abrupt changes in flour performance.

The job's not done, Pillsbury believes, until the finished baked foods are produced. That's why Pillsbury technical servicemen are constantly visiting bakeries across the U. S. These men observe new trends, can plan changes in flours to meet them. That's why Pillsbury can bring you the kind of quality that means better baked foods, year after year.



... your partner in building sales!

Pillsbury Mills, Inc., Minneapolis 2, Minnesota

ANSWERS TO "DO YOU KNOW?"

Questions on Page 22

1. **True.** It will also contain 30 to 32% water and 67 to 70% solids.
2. **True.** However, when grating the lemons care must be taken to use only the outer skin or yellow part, as the pulp inside will give the filling a sharp, acrid flavor.
3. **False.** The shortening should be based on the weight of the flour. The flour used should be either a special pie flour or an unbleached pastry flour.
4. **True.** As comparatively very

few cake shops have temperature control, the temperature of the eggs and milk is usually adjusted so that the finished cake batter has a temperature of about 75°F.

5. **True.** The procedure used is as follows: Take a fine piece of wire and form a small loop on one end. Dip this loop into the boiling syrup. Right after taking it out, blow through the loop. When the syrup reaches 240°F., small balloons will form. This procedure can readily be used if no thermometer is available.

6. **False.** When properly processed, neither type of lard should contain any moisture. Lard is figured as 100% fat.

7. **True.** Different brands of canned pumpkin will vary in moisture content. Using a drier pumpkin

than the brand previously used will make it necessary to increase the moisture in the formula for the pumpkin pie filling.

8. **True.** Usually from 5 to 8% dextrose, based on the weight of the flour, is used to obtain a browner color. The dextrose should be dissolved in the water to insure thorough blending in the dough, causing it to brown uniformly.

9. **False.** A soft mix will cause this trouble. An oven with excessive top heat is also a possible cause.

10. **False.** Some bakers use a small amount of baking powder in their angel food mixes in order to counteract the punishing effect on the batter when using their cake depositors. When water is added to the batter, the addition of a small

amount of baking powder will produce a slight increase in the volume of the baked cakes.

11. **True.** The baked loaves will also have a larger volume and be more uniform.

12. **False.** When the cans are placed in hot water the berries have a tendency to break down and become mushy. This spoils the appearance of the filling. The best procedure is to thaw the berries gradually.

13. **True.** When baking powder is used, the inside of the cake will have a disagreeable grayish brown color. The crust color will also be unappetizing. Soda will produce a rich brown color when used in proper proportions. The baked cake should be somewhat on the alkaline side.

14. **True.** When a higher temperature is not used, bursting on the sides of the loaves is apt to occur. The temperature on the bottom should be increased about 25°F. This is necessary due to the perforated sheets of metal under the loaves absorbing some of the heat. Also, plenty of low pressure steam should be used in the oven.

15. **False.** This trouble would be increased by the addition of soda. The addition of one ounce of cream of tartar to about 15 lb. cake batter has been found to eliminate this trouble in some instances.

16. **True.** The cheese should be comparatively dry and of proper acidity to produce good cheese cake.

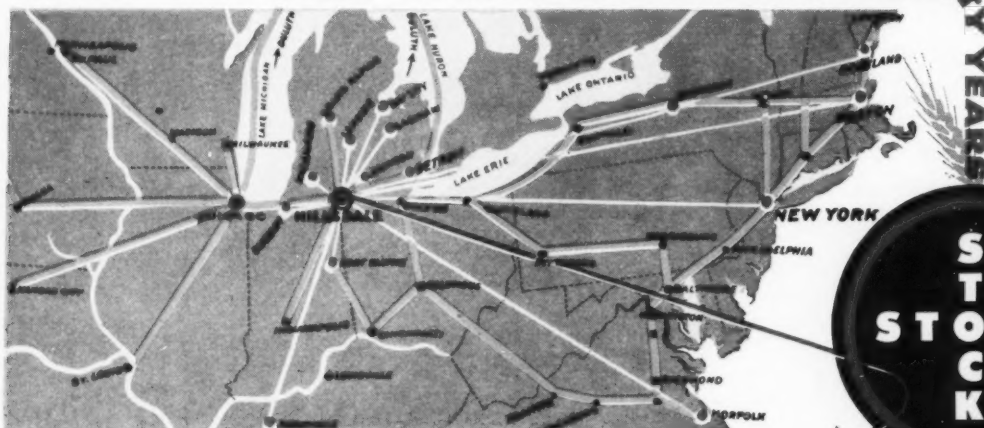
17. **False.** Steam does not hold down the volume of the bread. It prevents the crust of the loaves from forming too rapidly, thus insuring good oven spring. It will also impart a glaze to the crust of the finished loaves. Too much steam will produce a tough crust which is objectionable. The above statements take it for granted that low pressure steam is used, which is the proper type for baking.

18. **False.** A quart measure will hold 44 to 48 egg yolks of average size.

19. **True.** The U.S. government requires that baked foods labeled "chocolate" must contain chocolate and not cocoa.

20. **True.** It has been found that this procedure quite often eliminates the difficulty.

A RELIABLE NAME IN FLOURS FOR OVER NINETY YEARS

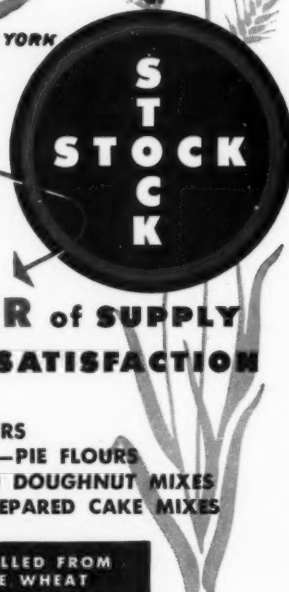


F. W. STOCK & SONS, INC.
NEW YORK • BOSTON • HILLSDALE, MICHIGAN

is the **CENTER** of **SUPPLY**
SERVICE AND SATISFACTION
for

FINE CAKE FLOURS
COOKIE FLOURS—PIE FLOURS
FULLY PREPARED DOUGHNUT MIXES
DAISY FULLY PREPARED CAKE MIXES

FAMOUS FOR FLOURS MILLED FROM
MICHIGAN SOFT WHITE WHEAT



TODAY'S MODERN BULK FLOUR MILL

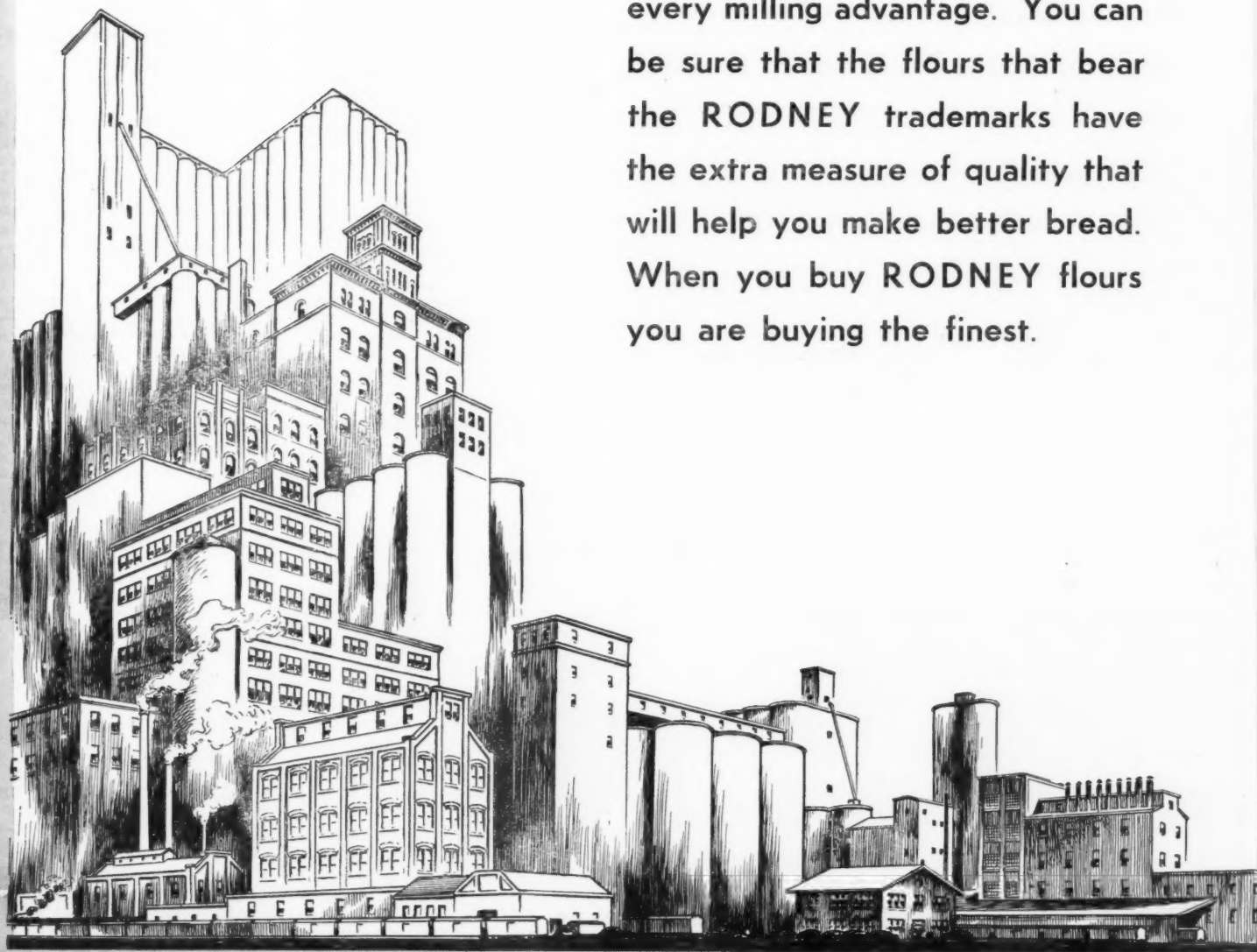


WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS



THE RODNEY name stands for a well-rounded milling organization able to offer the baker every milling advantage. You can be sure that the flours that bear the RODNEY trademarks have the extra measure of quality that will help you make better bread. When you buy RODNEY flours you are buying the finest.

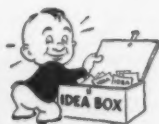


Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY

KANSAS CITY, U. S. A.

22,000 CWTS. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE

Worth Looking Into



New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 3964—Display Doily

The Harvey Paper Products Co. has added a new border-printed doily to its line of paper products. The doily is made of greaseproof paper, a grease resistant material which prevents stains from display bakery products. The doily is available in two patterns: a pastel blue snow flake design and a pastel pink modern design. Both patterns have a white center and are round with scalloped edges. They are made in 8-, 10, and 12-in. sizes. Secure more complete details by checking No. 3964 on the coupon and mailing it to this publication.

No. 3967—Resins

Two new film-grade polyethylene resins, that are claimed to offer greatly improved clarity at no increase in price, are announced by Bakelite Co., a division of Union Carbide & Carbon Corp. One of the resins is a new formulation which is still undergoing field evaluation. Preliminary tests indicate that it extrudes into the clearest film now on

the market. The other resin is a modification of an existing film-grade resin for which extensive operational data is already available. These two additions to the series of polyethylene resins developed by Bakelite Co. are designed to meet the ever-broadening needs of the packaging industry, company officials say. "Film made from Bakelite polyethylene is resistant to moisture, tearing and abrasion. It helps to extend shelf life and it retains its flexibility and protective properties even at sub-freezing temperatures," it is claimed. Check No. 3967 on the coupon and mail it to secure more complete details.

No. 3968—Bread Wrapping Manual

Publication of a technical manual for bakers, entitled "How to Solve Your Bread Wrapping Problem," has been announced by the Waxed Paper Merchandising Council. The book is the result of years of study and research by the 15-man technical committee serving both the council and the Waxed Paper Institute. The 20-

page how-to-do-it manual is aimed at the man who operates the wrapping machine. The manual covers every operation from the time the wrapping material arrives at the bakery from the manufacturer until it leaves the plant as wrappers. Special sections of the book deal with the proper handling and storage of wrapping materials, installation and maintenance of the wrapping machinery and proper operation of the machinery in wrapping the product. Secure the manual by checking No. 3968 on the coupon and mailing it to this publication.

No. 3972—Food Plant Insecticide

The Huge Co., Inc., has announced the availability of a new residual insecticide. This comes as the result of a 13-month laboratory and field-test project to choose from various candidate insecticidal ingredients the best combination that would be a specific against immune or resistant roaches, as well as cabinet and carpet beetles and other common stored products pests, according to company spokesmen. The insecticide is called Excelcide Stro-Mal Residual, comprised of strobine and malathion along with pyrethrins and two activators or synergists. The formula gives both an immediate kill of existing infestation as well as providing a residual deposit that continues to kill for many days after application in a food plant, it is claimed. To secure more complete details check No. 3972 on the coupon and mail it to this publication.

No. 3966—Sanitation Booklet

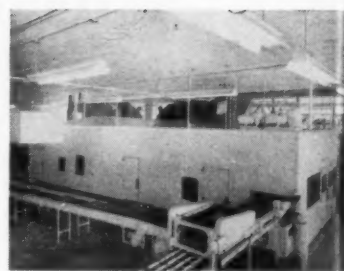
"What You Should Know About Bakery Sanitation" is the title of the recently revised cleaning guide published by Oakite Products, Inc. The 28-page illustrated booklet discusses up-to-date recommended cleaning procedures for the baking industry. It treats topics such as the cleaning of various types of baking pans, scale and algae control in air conditioners, deodorizing, bacteria destruction, control of mold growths, cleaning and sanitizing of equipment and machinery. A copy will be sent if you will check No. 3966 on the coupon and mail it.

No. 3974—Diet Booklet

Sugar Information, Inc., has published a booklet entitled, "The Scientific Nibble," available without charge to readers. The booklet presents one week's menus and are said to be based on sound nutrition, are well-balanced and wholesome and can be varied at will. Bread, rolls and cakes are important items in the menus. To secure the booklet check No. 3974 on the coupon and mail it to this publication.

No. 3965—Proof Box

The Read Standard Corp. has announced details of its rack-type automatic proof box, called by the trade name Readco Flexoflow. This adjustable automatic proof box permits the baker to make continuous runs of several varieties of bread dough requiring different proof times without underproofing or overproofing during the changeover period. The panned dough travels on a conveyor into the proof box, where it is loaded automatically onto multi-shelf racks to be carried around the proofing circuit. To decrease the proof time, a mechanism is set to pull one or more



empty racks from the circuit and shunt them into a storage compartment at the rear of the box. Conversely, proof time is increased by restoring racks to the circuit. Secure more complete details by checking No. 3965 on the coupon and mailing it to this publication.

No. 3969—Refrigerator Brochure

A colorful new brochure illustrating with complete specifications a new line of refrigerator and freezer models featuring interchangeable interiors and 50% more useable space is available without charge. Models described include reach-in refrigerators, freezers, dough retarders, salad refrigerators, bakers' freezers and combination refrigerator and freezers. Secure the brochure by checking No. 3969 on the coupon and mailing it.

No. 3971—Bagging Machine

New developments in its bag opening and loading machine have been announced by the Errich International Corp. The device is called by the trade name, Speedy Bag Packager. It is said to load almost any size or shape of package at speeds far in excess of hand loading. The unit will handle lip bags, gusseted bags and flush cut polyethylene bags. They are used to open bags from 3½ in. wide to 24 in. wide and with lengths up to 39 in. More complete details are available. Check No. 3971 on the coupon and drop it in the mail.

No. 3970—Bowl Control

The Triumph Manufacturing Co. recently introduced its new finger tip bowl control. The control is described as "something entirely new," a mere touch of the finger on the conveniently located lever raises or lowers the bowl and locks it in



Send me information on the items marked:

- | | |
|---|---|
| <input type="checkbox"/> No. 3964—Display Daily | <input type="checkbox"/> No. 3970—Bowl Control |
| <input type="checkbox"/> No. 3965—Proof Box | <input type="checkbox"/> No. 3971—Bagging Machine |
| <input type="checkbox"/> No. 3966—Sanitation Booklet | <input type="checkbox"/> No. 3972—Food Plant Insecticides |
| <input type="checkbox"/> No. 3967—Resins | <input type="checkbox"/> No. 3973—Shortening Product |
| <input type="checkbox"/> No. 3968—Bread Wrapping Manual | <input type="checkbox"/> No. 3974—Diet Booklet |
| <input type="checkbox"/> No. 3969—Refrigerator Brochure | <input type="checkbox"/> No. 4056—Bulk Flour Weigher |

Others (list numbers)

NAME

COMPANY

ADDRESS

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS
PERMIT No. 2
(Sec. 349,
P. L. & R.)
MINNEAPOLIS,
MINN.

BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

The American Baker

P. O. Box 67,

Reader Service Dept.

Minneapolis 1, Minn.

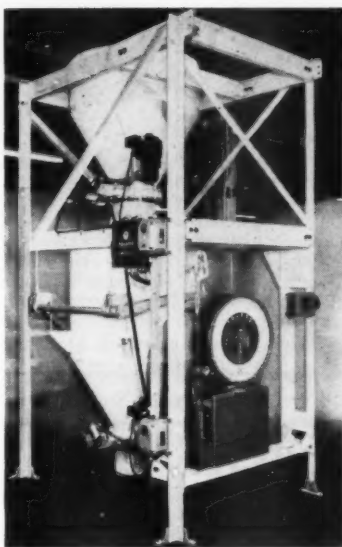
any desired position automatically. The finger tip control is available not only in the 80-qt., but also 60-qt. and 30-qt. capacity Triumph vertical mixers. For further information, check No. 3970 on the coupon and mail it.

No. 3973—Shortening Product

Anderson, Clayton & Co., Foods Division, has announced what it calls a new development in the shortening field. It is the product, called by the trade name, Flair. Company spokesmen say the product constitutes "a radical departure from normal shortening characteristics" and "actually contributes to baking and frying rather than being merely a 'silent' partner." It is described as a premium-grade, hydrogenated shortening which is fortified with vitamins A and D. Check No. 3973 on the coupon and mail it to this publication.

No. 4056—Bulk Flour Weigher

Remotely printed and totaled weight records of bulk flour are provided by a new bulk flour weigher announced by the Toledo Scale Co. The unit has a capacity of 40,000 lb. per hour with the individual drafts of flour weighing 1,000 lb. each. However, company officials say that the capacity is flexible and can be varied to meet individual requirements. They point out that only the actual net weight discharged is added to the cumulative total and any amount sticking to the hopper is automatically compensated. By printing the weight of the draft before discharge, and again after discharge, the weight of any flour left in the weigh hopper is automatically subtracted, giving the actual net weight of the flow



discharged. More complete details will be mailed to you. Write to this publication quoting No. 4056.

Also Available

The following new products have been described in previous issues and information about them may still be obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

No. 3929—Flavoring products catalog, Florasynth Laboratories, Inc.

No. 3930—Doughnut maker, Golden Joy Corp.

No. 3931—Pressure sensitive tape, Connecticut Hard Rubber Co.

No. 3932—Almond and lemon flavors for baked foods, S. Gumpert Co., Inc.

No. 3933—Bakery display fixture catalog, Maine Manufacturing Co.

No. 3934—Gravity wheel storage rack, M-H Standard Corp.

No. 3935—Moulder-panner, Read Standard Corp., Bakery-Chemical Division.

No. 3936—Mold inhibitor, Food Industries Co., Inc.

No. 3937—Display pans, Molded Fiber Glass Tray Co.

No. 3938—Oven bulletin, Petersen Oven Co.

No. 3939—Roll slicer, Alto Corp.

No. 3940—Self-adhesive labels, Avery Adhesive Label Corp.

No. 3941—Icing and filling depositor, Mallet & Co., Inc.

No. 3942—Vacuum and floor maintenance equipment, Premier Co.

No. 3943—Bakery pad, Panhandler Division, Sanitary Bag Co.

No. 3944—Rib-foil aluminum cups, Basca Manufacturing Co.

No. 3945—White milo starches for fruit pie fillings, Corn Products Sales Co.

No. 3946—Paste for macaroons and macaroon-filled cakes and candies, Henry Heide, Inc.

No. 3947—Revolving display unit, Vue-More Corp.

No. 3948—Repair of food handling equipment, American Solder & Flux Co.

No. 3949—Sterile conditioning system for liquid sugar tanks, D. William Fuller Co.

No. 3950—Packaging booklet, Hinde & Dauch.

No. 3951—Icing product, S. Gumpert Co., Inc.

No. 3952—Price information and details of route selling book, Mycroft Press.

No. 3953—Band edge sharpener, Gopher Grinders, Inc.

No. 3954—Fruit pie filling formulas, Corn Products Sales Co.

No. 3955—Floor polisher and scrubber, Advance Floor Machine Co.

No. 3956—Fruit pie filling thickener, National Starch Products, Inc.

No. 3957—Sheeter-moulder, Moline, Inc.

No. 3958—Flavor periodical, Magnus, Mabee and Reynard, Inc.

No. 3959—Dispensing pump for 15-65 gal. drums, Multi-Meter Corp.

No. 3960—Plant cleaning device, Oakite Products, Inc.

No. 3961—Steel belt conveyors, Sandvik Steel, Inc.

No. 3962—Bulk car brush, Fuller Brush Co.

No. 3963—Ingredient, yeast emulsifier, Read Standard Division, Capital Products Corp.

No. 5508—Embezzlement controls, Fidelity & Deposit Co.

No. 5527—Vacuum cleaner, Burrows Equipment Co.

No. 5519—Insecticide for use around foodstuffs, J. I. Holcomb Manufacturing Co., Inc.

No. 6505—Emergency light unit, General Scientific Equipment Co.

For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN
America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
25 Broad Street New York City

CODING AND MARKING
"Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty. Write for information on a specific problem."
KIWI CODERS CORPORATION
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A line of essential
BAKERY PRODUCTS
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KEEP THIS UNDER YOUR HAT:

QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the versatility to create superior results in every bakery item you produce.

Call . . . Write . . . or Wire to:



The Quaker Oats Company
Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas
and Los Angeles, California

Promotion Takes a Top Spot in Baking Industry Future Plans

I want to discuss with you the most urgent need of the baking industry—promotion.

This meeting is a milestone in the baking industry, a first. It's a milestone and a first because it marks the first time a president of the American Bakers Assn., the director of the American Institute of Baking's consumer service department, and the

By Cris Smallridge

**Holsum Bakery Co.
Charleston, W. Va.**

director of ABA's Bakers of America Program have gone, in a group, to talk at the state level about our industry's most vital needs.

These representatives are experts.

It is a significant, perhaps prophetic sign for these top-level people—and I'm referring to the other speakers—of our national organizations to seek help themselves and at the same time offer you advice in these New England states. They need help, you need help, and so do I, for our problems are in common.

We've all been searching for a solu-

tion to what many of us bakers contend is a decline in the per capita consumption of bread. Surely you'll agree the program of industry speakers this afternoon outlined realistic approaches to that solution.

Some bakers whom I have met in my travels feel that ABA, AIB, and BOAP are all aloof—that they represent the gray-flannel-suit or ivory-tower kind of a group—that they don't realize or appreciate the problems of bakers at the "grass roots." Frankly, I, too, once had that feeling, but firsthand experience changed my mind emphatically.

Last fall I attended the two weeks' "Sales Management Seminar" sponsored by AIB and Northwestern University. Three of your New Englanders were in my class. In a nutshell, this "school" proved to me that some of these "educators" and representatives of our national groups knew more about local problems than I did. They taught me promotion is a business, not a sideshow, and that we must make it our business if the bak-

EDITOR'S NOTE: The accompanying article is the essential text of an address by Mr. Smallridge before the New England Bakers Assn. annual meeting in Boston recently. The writer gives actual instances in which a small promotion budget has paid real dividends for the members of the West Virginia Bakers Assn.

ing industry is to look to bright new horizons.

After leaving the seminar, I went back to West Virginia with a fresh outlook, and enthusiasm to do something about it. At that time I was serving as president of our state bakers association. I sat down with our executive secretary, Edward R. Johnson, and discussed some of the ideas gained at the seminar and ways we might put them to work in the Mountain State. We adopted the theme, "Promotion Is Now Our Business."

Late in 1955, we formed within the structure of our state association what we decided to call our "Consumer Education Service." It was to be just what the name implied—a baked foods educational and promotional activity aimed at the consuming public and opinion formers. This idea was presented to our executive committee and it was approved. Virtually every baker member voluntarily contributed to this new activity, and we found ourselves with approximately \$900 to get the idea off the ground.

Our consumer education service had—and still has—only one goal; the promotion of the best interests of the baking industry in West Virginia.

We decided to channel our funds in two directions. Let me explain here that you must realize we're using the word "funds" loosely when we imply we expected \$900 to do a statewide job for 12 months!

Our "shoestring budget" presented a challenge. We went to work. These



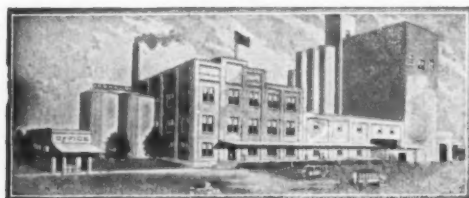
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

You can't go wrong with a New Year's resolution to buy HUNTER flours in the year ahead. For HUNTER flours will give you the kind of baking quality that will be a firm foundation for a loaf of top excellence. You will have "happy baking" all year long.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

**PRESTON-SHAFFER
MILLING CO.**
WALLA WALLA, WASH.

Established 1865

Soft White Winter Wheat Flour a Specialty

THE NEW CENTURY CO.

3939 So. Union Ave. Chicago 9, Ill.

Always in Market for Flour and Feed

Producers of

DRIED BREWERS' GRAINS



A NEW YEAR RESOLUTION

*To Make Only the Best
BAKED PRODUCTS*

Will Be More Easily Fulfilled

When You Rely on the

Quality, Uniformity and Service

You'll Receive From

GOOCH'S BEST *Identical Performance* BAKERY FLOURS

GOMEC
Western Wheat Flour

AKSARBEN
Spring Wheat Flour

GOLD-NUGGET
Spring Clear Flour

JUMBO
High Protein Spring Clear Flour

HI-PROTEIN
Spring Whole Wheat Flour

RYE FLOURS
Light - Dark - Medium

Gooch Milling & Elevator Co.

LINCOLN, NEBRASKA

Daily Capacity 6,000 Cwt.—Elevator Space 4,000,000 Bu.

Be Proud of Your Job,
as We Are of Ours, for

**"Bread is the
Staff of Life"**



GIBRALTAR

Flour

KANSAS BEST

Flour

The Consolidated Flour Mills Co.

"In the Heart of Kansas"
Wichita, Kansas

**109 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:**



HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
SPECIAL—Extra Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO, N. Y.

funds, first, gave us a little money to honor some requests for AIB materials requested for use in West Virginia and, second, we had some ideas of our own we wanted to develop and promote. Let's take a brief look at some of the ideas developed by and for the members of the West Virginia Bakers Assn.:

The Consumer Education Service was formed to promote baked foods.

Publicized a feature story on bread in the Sunday magazine section of the state's leading newspaper.

Created the slogan—"Better Health Begins With Bread." This slogan has been adopted by many bakers and bakers' associations throughout the country.

Proclaimed, through the Governor of West Virginia, a "Good Breakfast Week."

Used the pages of the state medical journal to tell the authenticated story of white enriched bread.

Distributed the brochure—"What Bread Spells Out In Hospitals"—to all hospitals in the state.

Maintained a mailing list for the distribution of AIB health and diet materials.

Canvassed all daily newspapers in the state and encouraged them to feature special sections on the "July Is Picnic Month" promotion. The results of this were very gratifying.

Composed "American Heritage"—a piece suitable for framing—and distributed it in the state, as well as in other sections of the country.

Designed place mats for dining tables and distributed them to restaurants, churches and other organizations.

Worked closely with Mildred Arnold, of AIB's field service staff, on each of her trips to West Virginia.

These efforts on the part of our association did not go without recognition. Our secretary received one of the Royal Order of Loyal Loafers crowns at this year's ABA convention.

You may be interested in knowing the association membership has just pledged—and again voluntarily—slightly over \$2,000 for consumer education service work in 1957. All of this is from bakers, since allied members have not been asked to participate. This still doesn't sound like very much money for the big job ahead. It isn't, but it's over a 100% increase, and concrete evidence that they're interested in doing something for themselves.

If you are thinking, "This fellow really believes an association can be a good thing for an industry, doesn't he?"—then, you're right! Not only can it be a good thing for an industry, but it can be a good thing for the individual members of that industry.

The company with which I'm connected believes very strongly in the value of an association. For example, it has furnished three past presidents of our state bakers association. At the national level, it has had two members on the ABA board of governors. Currently, our company has three members of our executive team serving the industry nationally. Our organization is also a charter member of the active Virginia Bakers Council. I use these examples to show we believe in the value of an industry association and the potential strength it offers to its members.

This session could be the forerunner of an all-out industry program I would like to see developed. I think it is a must if this great industry of ours is to stop floundering in the field of industry promotion.

I think it is a fact, generally speaking, that our national organizations and our local bakers are too far apart in their thinking. This is a two-way fault that can be remedied through meetings involving every segment of the industry. Personal contact, through a new program of annual or semi-annual regional workshops, could be a real answer. Attendance at these workshops would include key representatives of the three national organizations I referred to, association officers in the region in which the meeting is being held, and any national officers residing in that region.

Of course, the program and schedule for these regional workshops would be planned and publicized in advance. Everyone planning to attend would know what to expect and what he would be expected to contribute. They should be workshops in the purest sense of the word.

Streamlining Promotional Efforts

In addition to sound all-out promotion of this industry, unity and understanding would also be intangible but important results of these meetings. They would serve as a common ground on which communication between national, regional, and state groups could work at peak efficiency. They would provide an atmosphere or friendly climate for the development of new ideas for the industry.

POLAR BEAR FLOUR IS KING



To excel in any field is not a matter of chance—it demands a determination to produce the best. That kind of inspiration is behind POLAR BEAR flours all the way. That's why POLAR BEAR is so dependable, day after day.

FOUNDED BY
ANDREW J. HUNT-1899

The NEW ERA MILLING CO. ARKANSAS CITY, KANSAS

and, unquestionably, these get-togethers would streamline industry promotional efforts.

I ask that you seriously consider this suggestion, and this particularly applies to the speakers here representing our important national organizations.

When you study the trend of the baking industry in recent years, when you compare our trend with that of other food industries, when you realize we in this industry haven't been keeping up with the parade, it's then that you stop and wonder how much longer we can afford this lethargic attitude. Lethargy, complacency, self-satisfaction, belong to a lazy industry. The baking industry cannot afford these "luxuries."

We know what a terrific story we have to tell. We know the virtues of our products. We talk to each other about the wonderful profits the gro-

cer can make on our baked foods. We spin beautiful yarns about the profit yield per square foot, per lineal foot, and per cubic foot. We do a swell job of telling everyone about our story but the people who are responsible for the sale or the purchase of our products—our own salesmen and the grocers—and the people who buy them!

Fortunately, a rosier horizon is emerging in the baking industry. Bakers throughout the nation are becoming more promotion conscious than at any period in history. And, happily, they seem more industry conscious in their efforts, not just brand name conscious.

Don't misunderstand me, because I'm more interested in seeing Betsy Ross and Holsum breads sell than any other in my market. But I know this, anything constructive we might do in the interest of baked foods is going to help the sale of those two brands that are close to me as well as those brands my competitors bake!

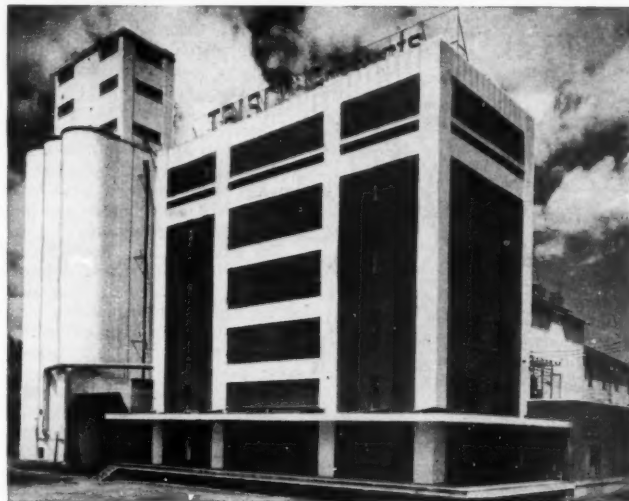
In spite of some sources claiming bread sales are up since last year, other authoritative sources are taking the opposite view. Perhaps right now it isn't too important who is right. The point is this, we're years behind in promoting bread for its own sake.

The promotion-minded, generally, feel that bread in the public mind needs to be more securely on the health bandwagon. Bread belongs in diets, three times a day. That's true, but let's not over-emphasize the nutritional appeal in our approach. Health and nutrition alone, that is doing the things that are good for us, will not in themselves build the consumption of baked foods. They're part of the story, but people just don't necessarily like the things that are good for them. What do you think would happen to the sale of cigarettes and whiskey if we were suddenly told they were good for us? That after all these years we were smoking and drinking for our health's sake and not just for the pure pleasures the habits may afford? You can argue with human nature, but it doesn't pay.

Let's not overlook nor strangle the health approach in promoting white bread, but what's wrong in offering bread as something downright good to eat? Is it old-fashioned to spread thick fresh slices of bread with country butter or jam? Children don't think so! Our market is the lunch box, the family table, the picnic basket—not the thinly shaved slices bakers' wives, mine and probably yours, want us to turn out!

The course is clear. We can hammer away with a multitude of variations on a common theme—"Bread Belongs With Every Meal."

Slogans offer an effective means to



high altitude spring wheat—plus four generations of milling experience—plus a modern mill—result in TRISCO flour—for bakers who want a mellow-type flour of superior quality.

TRI-STATE MILLING CO. Rapid City, S. Dak.

SPRING WHEAT FLOURS

**RED WING SPECIAL
BIXOTA
CREAM of WEST**

PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.

RED WING, MINNESOTA

*Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.*

You can make better bread with
SUNNY KANSAS Flour
The WICHITA
Flour Mills Co.
WICHITA, KANSAS

Michigan Soft Wheat Flours
Plain or Self Rising
VOIGT MILLING CO.
GRAND RAPIDS, MICHIGAN

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U.S.A.
Millers of Soft Winter Wheat.
We specialize in laboratory controlled
production of superior Cake, Pastry and
Cracker Flours from carefully selected
wheats.

for ALL your flour...

SPRING... HARD WINTER... SOFT WHEAT
**THE BEARDSTOWN MILLS
COMPANY**
BEARDSTOWN, ILLINOIS

CAHOKIA FLOUR CO.
ST. LOUIS, MO.

ACME — GOLD DRIFT
Better Bakery Flours
These Brands Meet Every Shop Need
The ACME FLOUR MILLS CO.
Oklahoma City, Okla.

All Grades
RYE FLOUR

1000 cwt. Flour—250 cwt. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

Exceptional Bakery Flours
NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,700 Cwts. Daily

Grain Storage 2,250,000 Bus.

Fisher's

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.
Domestic and Export Millers
CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 82 Beaver Street, NEW YORK CITY

A TRULY BEAUTIFUL RESORT

The Arizona Biltmore, in the Phoenix sunshine, is one of world's loveliest resort hotels. 1400 fascinating acres of lawns, gardens, desert and mountains.

Golf—own, private, uncrowded, 18-hole, championship course at your door—as everything else for your enjoyment.

50 cabanas around colorful, gay pool area . . . Bungalows—garden suites—same quick service as main hotel. Day-long activities for children.

Nightly dinner-dancing . . . latest movies in hotel theater.



Write for
Pictorial
Folder

Mr. George Lindholm, Manager
ARIZONA BILTMORE HOTEL
Box C-3, PHOENIX, ARIZONA

Super Chief
High Protein Flour
GREEN'S MILLING CO.
Morris, Minn.

ACME RYE
A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades
FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

KNAPPEN MILLING COMPANY
Producers of
BEST QUALITY MICHIGAN
CAKE & BAKERY FLOURS
AUGUSTA, MICH. PHONE 320

**DAVID HARUM
BAKERS FLOUR**
From Nebraska's
Choice Winter Wheat
LEXINGTON MILL & ELEV. CO.
LEXINGTON, NEBRASKA

Wisconsin Rye Flour
We Specialize in Dark Varieties
FRANK JAEGER MILLING CO.
DANVILLE P. O. Astoria WISCONSIN

Evans Milling Co., Inc.
INDIANAPOLIS, IND., U. S. A.
Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 16,000 Bushels

put it tersely, effectively, repeatedly, and without bakers losing brand name individuality. Several bread slogans have hit the national scene lately that have real merit and fill an obvious need—if they are adequately promoted.

Bakers, associations, and allied industries can hardly afford the luxury of so much useless "public relations" and "token" advertising when timely slogans could be put to work, at every opportunity, to promote our industry positively and effectively.

For example, the American Bakers Assn. is currently using a phrase on its postage meter honoring 50 years of the Food and Drug Laws. I believe it would be more appropriate for this national association to be shouting a good slogan to promote the baking industry on its out-going mail.

Every allied firm, in all advertising media used, should be using a good common slogan that would promote the baking industry.

We're missing far too many bets, even with the resources we have!

**BROKERS & DISTRIBUTORS
WANTED FOR
NAPPANEE QUALITY
CORN MEAL**
NAPPANEE MILLING CO.
NAPPANEE, IND.

**Quality Millers Since 1879
BUFFALO FLOUR**
THE WILLIS NORTON
COMPANY
WICHITA, KANSAS

"DIAMOND D"
A High Grade Bakers' Spring Patent
Milled Under Laboratory Control
from Montana Spring Wheat
Sheridan Flouring Mills, Inc.
SHERIDAN, WYOMING

THE STANDARD
others strive to reach
White Swan FLOUR
SPRINGFIELD MILLING CORP.
MINNEAPOLIS, MINNESOTA

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

Moore - Lowry Flour Mills Co.
Kansas City, Mo.
PRECISION-MILLED FLOURS

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND.

Miner - Hillard Milling Co.
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

Take the example of the enrichment wafer firm which uses glamour effectively when it shows a shapely miss with the caption—"Enrichment means extra vitamins . . . not extra calories."

Another allied firm recently came up with a simple but effective slogan—"It Isn't A Meal Without Bread." We have some good tools in the slogan department. They need only to be sharpened with use—over and over again and again.

Last week I saw a 24-sheet poster displaying one of the nationally-advertised brands of beer. Cold bottles of beer were shown with mouth-watering sandwiches, colorfully arranged. It was good and did a fine job for the baking industry. A bottle of beer alone or a loaf of bread alone falls pretty flat, but fancy appealing foods with them give you added glamour and appeal. It's like lace on the bottom of a lady's slip—creates appeal.

Our promotional efforts must be continuous and they must be consistent. We're all guilty, and I'm no exception of using promotion as a shot-in-the-arm. For example, a competitor brings out a new promotion. We bring out a new promotion. The competitor lets up. We let up. We expect it to be a cure-all, one of the modern-day miracle drugs. It isn't, ladies and gentlemen, it's something we must plan well and work with consistently. It's a case of moving words around in such a way that they will move people. It's a matter of giving the public what it wants and then make it keep on wanting it.

There are some bright signs in our industry, and there are some dark ones. We know what they are, where they are, and why they are. Let's stop looking back. Let's stop looking with envy at competing industries. Instead—let's roll up our sleeves, look ahead, think, plan, and work together for the future of our industry and our own businesses.

We do have a story to tell—we have a great story!

We must start telling it to the people who move our goods! We must start telling it to the people who buy our goods!

Not next year, not next month, not next week or even "tomorrow," but now. Promotion is now our business.

SHOPPING HABITS

(Continued from page 32)

of 1940's top grocery brands had lost leadership in 1956 because they had failed to take advantage of product improvements.

Mr. Peckham presented informa-

tion from the 1954 Census of Business indicating that 46,800 grocery-combination stores accounted for 70% of total grocery store sales in 1954, a sharp reduction from the 90,200 stores required for the same volume in 1948. He said that further sharp reduction are on the horizon for 1960, perhaps cutting the number of stores accounting for 70% sales volume down to 37,000, or less. His report indicated that retail stores are generally doing a good job keeping normally stocked merchandise on shelves and available to the consumer, although much more work is needed to get more stores to stock in the first place. He said that 20% of the major-advertised brands have less than 50% normal distribution.

Areas of Opportunity

In conclusion, Mr. Peckham said that his report makes evident several major areas of opportunity:

1. There is sales potential in convenience products which have new developments, additional flavors and more convenient sizes. If these improvements represent real, added value to the consumer, they will create added volume for the manufacturer and the retailer.

2. There is opportunity to develop new products designed to fit the changes in consumer living habits.

3. There is opportunity to increase the quality and perhaps to reducing the quantity of the manufacturers' sales force to fit tomorrow's selling into the pattern of larger and fewer retail outlets.

4. There is opportunity to build distribution of many major-advertised brands to expose these products to a larger number of consumers, thus capitalizing on expenditures for advertising and promotion.

President Elected

Paul S. Willis, president of GMA, was reelected to his 22nd consecutive term. Walter S. Shafer, vice president of Armour & Co., Chicago, was elected first vice president. Dan F. Gerber, president of Gerber Products Co., Fremont, Mich., was elected second vice president. William L. Sims II, president of the Colgate-Palmolive Co., New York, was elected third vice president. F. W. Plowman, vice president of Scott Paper Co., Chester, Pa., was elected secretary, and George H. Coppers, president of National Biscuit Co., New York, was elected chairman of the public affairs committee. William T. Brady, president, Corn Products Refining Co., New York, and Russell J. Hug, president, General Baking Co., New York, were named to three-year terms on the board of directors.



NORTH DAKOTA MILL & ELEVATOR
GRAND FORKS, N.D.

P. R. Fossen, General Mgr.
L. M. Dorr, Sales Mgr.

Home of
**DAKOTA
MAID**



**High Protein
Spring Wheat Flours**

Our location in the heart of the wheat country assures you of a 100% Northern Hard Spring Wheat Flour.

PHONE: 4-5541



The Bakeshop Trouble Shooter

Many years' experience as a practicing baker, production expert and as a talented researcher into the craft and business of baking enables the author of *The Bakeshop Trouble Shooter* to speak with authority. A. J. Vander Voort has proved his remedies in actual back shop experience and tempered them by laboratory investigation. He is the head of the famous Dunwoody Baking School, and technical editor of *The American Baker* magazine.

The *Trouble Shooter* is becoming a classic among baking industry publications; it is now in its fifth printing.

You will find it an invaluable aid in solving production problems almost as rapidly as they occur.



**The American Baker,
P. O. Box 67,
Minneapolis 1, Minn.**

- ☐ Bill me
☐ Payment is enclosed

Gentlemen: Please send.....copies of *The Bakeshop Trouble Shooter*, at \$1 each.

Name

Firm

Address

City..... State.....



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

MEAT ON THE DEFENSIVE—Diet casualties lie in more places than the bread basket. Meat is on the defensive against the cholesterol crusade. The American Meat Institute's new advertising campaign, which emphasizes that "reasonable" amounts of dietary fats are needed to maintain good health, will break in the January issue of *Journal of the American Medical Assn.*

Other page ads will follow in *Today's Health*, 39 state medical journals and other related medical and nursing publications. In all, the institute will use about 50 medical magazines to refute recent charges made in articles in *Time* and *The Saturday Evening Post* that "fatty" foods cause heart disease.

An AMI spokesman says that the ads will continue for an indefinite period, with the possibility of schedule increases as new discoveries or developments in the "fatty" foods issue occur.

Meanwhile, a team of University of Illinois scientists has reported that a high level protein diet may be helpful in avoiding heart disease.

Fred A. Kummerow, associate professor of food chemistry, who headed the research team, says the finding does not mean that a person must avoid eating fat. Instead, he believes, it means that the protein in the diet must be sufficient to neutralize any harmful effects of fat consumed.

The scientists experimented with 3,000 chicks, which were fed various diets. As the protein intake increased, the scientists found that the proportion of cholesterol in the blood decreased.

In Washington, two National Heart Institute researchers have announced that they are starting "cautious" trials on humans of a drug which, in tests with animals, has controlled the natural production of cholesterol. These men, Dr. Daniel Steinberg and Dr. Donald S. Frederickson have found that by feeding rats a cholesterol-free diet, which also contained a synthetic chemical called "delta-4-cholestenone," they were able to depress the natural cholesterol in the blood serum to as much as 44% below that of control animals fed a diet which was similar, but in which the test chemical was lacking.

Are you aware that toward the end of the Louisiana Yam Supper Season lies Kraut and Frankfurter Week? Might you be caught frowning on either National Smile Week, National Laugh Week, or, for that matter, National Tax Freedom Holiday?

Do you know the significance of May 15? On that date, there are 32 weeks until Christmas . . . Some one should write a book about these important matters—indeed some one has. In fact, there are two, and both of them can be purchased from: Domestic Distribution Department, Chamber of Commerce of the United States, 1615 H Street, N.W., Washington 6, D.C. They are: "Special

Days, Weeks and Months, 1957," 46 pp., price 50¢, and "Trade Promotion Planning Calendar, 1957," 26 pp., also priced at 50¢.

FRINGE BENEFITS JUMP—A U.S. Chamber of Commerce of the U.S. survey of 1,000 companies shows that fringe benefit costs—payments by employers for pensions, vacations, social security and the like—averaged \$819 per employee in 1955, an increase of \$99 since 1953.

Of the reporting companies, 124 had submitted data in each of five biennial surveys conducted by the chamber since 1947. Fringe benefit payments by this identical group of companies was \$981 per employee in 1955, or \$167 more than in 1953.

Broken down, the survey showed that the 1955 average of \$819 per employee included \$254 for agreed upon programs of pensions and insurance, \$254 for vacations and holidays, \$145 for legally required programs (Old-Age and Survivors Insurance, Unemployment and Workmen's Compensation and others), \$89 for rest periods, and \$77 for miscellaneous.

Insurance Programs—Ninety-six per cent of the companies surveyed reported payments for employee insurance, with payments averaging 2.1 per cent of payroll. Payments for pensions were reported by 75% of the firms, with payments averaging 5.1% of payroll.

The fringe payments varied widely among the reporting companies, ranging from less than 5% to more than 50% of payroll. The average payment in 1955 was 20.3% of payroll or 39.2¢ per payroll hour.

Highest payments were made by

companies in the North East, followed by the Western, East North Central and South Eastern regions.

\$36 Billion Spent—The survey estimated that the grand total in fringe payments for all employers amounted to \$36 billion. This compares with an estimate of \$1.5 paid by American employers for such programs in 1929.

Dr. Emerson P. Schmidt, director of the chamber's economic research department, which made the survey, pointed out that weekly wages and hourly rates are no longer accurate measure of either worker income or the labor costs of doing business.

"During recent years pensions, social security, and a host of other benefits have substantially increased both the well-being of employees and the cost of doing business," Dr. Schmidt said. "Vacations, holidays, rest periods and other payments for time not worked have given workers increased compensation for each hour actually on the job. They have at the same time increased the employer's cost for each hour of productive labor."

The chamber first noted the scarcity of statistical information regarding the scope and nature of fringe benefits eight years ago and moved to fill this void with the first comprehensive study. Every two years following the survey has been repeated.

Copies of "Fringe Benefits, 1955" may be obtained from the Economic Research Department of the national chamber, 1615 H Street N.W., Washington 6, D.C. One to four copies, \$1 each; 5 to 49 copies, 75¢ each, and 50 or more 50¢ each.

RETORT COURTEOUS—A reader of the *Manchester Guardian* told that British newspaper that while enjoy-



HOW PERFECTLY PROVINCIAL!

If you've never visited New Orleans you're just not in the swim, plan now to attend . . . the 1957 ARBA Convention and Exhibition March 17-20 - New Orleans, La.

ing a meal in Sweden he remarked to his host that the variety of breads available there particularly pleased him. "You must have missed them when you were in England," the Englishman said, referring to a recent visit the Swede had made to that country.

"Not as much as I did when I was touring the U.S. earlier in the year," replied the Swede. "British bread is not exciting, but one can eat it. By the time I had reached the Middle West I had given up hope and stopped taking bread altogether."

"The business I was there for brought me in contact with bakers. They were telling me how they were trying to fight falling sales by introducing such novelties as bread dyed pink, green and other colors. It was wicked of me, but I could not resist asking: 'Have you ever thought of offering them good bread?'"

"They weren't offended. One or two seemed to think it was a brilliant new idea!"

—BREAD IS THE STAFF OF LIFE—

Management Institute Gives Nabisco Award

NEW YORK—The efficient production and sales of 250 different food products by a sales force of nearly 9,000 persons has won an excellent management rating for National Biscuit Co. from the American Institute of Management.

In a management audit just published on the famed baking concern, which is one of the 100 largest companies in the U.S., the institute noted that directing the Nabisco sales force alone was in itself a "vast administrative problem." Altogether, Nabisco has some 26,000 employees and 74,000 shareholders.

Yet Nabisco is unique among large companies for doing this big administrative problem from a strongly centralized corporate structure, made possible through the skill of the management and its concentration on basically similar products. These products fan out from 44 bakeries and 248 distributing branches in no less than 250 different locations, in this country and Canada, England, Mexico and Venezuela.

Managements are rated on their performance of duties broken down into 100 major categories.

The American Institute of Management is a not-for-profit organization with nearly 17,000 members who aid it in research toward better management.



WISCONSIN BAKING OFFICIALS—Congratulations were extended after these three officers were elected to two-year terms on the board of governors of the Wisconsin Bakers Assn. They are, left to right, Fred W. Poehlmann, Milwaukee, treasurer; Al Johnson, Eau Claire, vice president; and B. A. Pfefferle, Appleton, president.—Milwaukee Journal Photo.

THE BAKE SHOP

Trouble Shooter

Sweet Rusk

I am anxious to market a good sweet rusk and would be pleased if you could let me have some suitable recipes.

I have also recently installed an icing sugar mill and would be grateful if you could advise me of the amount and type of starch to add to the product, to prevent it hardening quickly.

I look forward to hearing from you.—R. B., South Africa.

Enclosed find two recipes for rusk. In regard to the use of starch mixed with powdered sugar, we feel that no more than 3% should be used. When more is used a starchy flavor will result. The starch used can be corn, wheat or tapioca starch.

HOLLAND RUSK (White)

Sponge:
100 lb. flour
60 lb. water
6 lb. 4 oz. yeast
12½ oz. yeast food
Sponge temperature 85° F.
Fermentation time approximately 2 hr., 30 min.
For the dough, add:
15 lb. sugar
7 lb. 8 oz. non-fat milk solids
15 lb. whole eggs
12 lb. 8 oz. of base (see whole wheat formula)
2 lb. salt
4 lb. shortening
25 lb. flour
10 lb. water (variable)
Dough temperature 82° F.
Allow to rest for about 1 hour and then make up.

HOLLAND RUSK (Whole Wheat)

Base:
5½ lb. Castile soap
22 lb. shortening
16½ lb. corn syrup
5½ lb. potash
71 lb. brown sugar
Slice the soap into small pieces. Place the ingredients in a kettle on a stove and heat. Do not bring to a boil. Be sure to stir the mixture while heating.
Make a sponge of:
35 lb. whole wheat flour
22 lb. water (variable)
2½ lb. yeast
5 oz. yeast food
Temperature of sponge 85° F. Time 2 hours, 45 min.
For the dough, add:
5½ lb. sugar
1½ lb. non-fat milk solids
3 qt. eggs
5 lb. base
12½ oz. salt
1¼ lb. shortening
10 lb. whole wheat flour
2½ qt. water (variable)
Mix thoroughly, if possible on high speed for some time. Dough temperature 82° F. Let rest 1 hour. Scale into 4 lb. pieces, making 3 dozen buns out of each piece. Proof and bake in a medium oven. After baking, cool and slice into halves and allow to

dry about 12 hours. Toast at about 350° F.

Note: The dough should be of about medium stiffness. A stiff dough will make the rusk somewhat tight. A porous rusk is desirable.

Red Buttercream

Will you kindly inform me how to make a beautiful deep red color out of buttercream, or what color to buy for deep red roses?—H. B., Fla.

I am sorry to inform you that we have never been able to make deep red roses using a butter cream icing. We have tried colors from various concerns, but so far have had no luck.

Pretzels

Please send me a recipe for making pretzels.—F. S., Wis.

HAND MADE PRETZELS (Small Batch)

1 gal. water
3¼ oz. salt
4 oz. malt extract
3 oz. yeast
8 oz. shortening
16 lb. flour (approximately)
Temperature 80° F.
Directions: Allow to come up until good and light, about two hours. Punch down and allow to rest for 30 min., then make up in the usual way.

LYE BATH—For Small Batches

To make the lye water, use for each three gallons of water six oz. salt and two oz. lye. Allow water to come to boil; drop in enough pretzels to cover top. The pretzels will go down and rise again. Take out with

skimmer. Set on wire trays, sprinkle with coarse salt and bake at 550° F.

Pie, Fruit Cake

Please send us a pecan pie recipe and one for a good, light fruit cake.—E. T. F., Ga.

Try these, we have found they work well.

LIGHT FRUIT CAKE

Cream together about 5 min.:
9 lb. sugar
6 lb. 12 oz. shortening
4 lb. 8 oz. bread flour
4 oz. salt
Add slowly and mix about 5 min.:
9 lb. eggs
Stir in:
1 lb. milk
Then add and mix in until smooth:
4 lb. 8 oz. bread flour
Then add the following fruit and nut mixture:
4 lb. pecans
7 lb. 8 oz. walnuts
12 lb. red glazed cherries
7 lb. 8 oz. glazed green cherries
16 lb. glazed pineapple wedges
3 lb. orange peel
3 lb. lemon peel
18 lb. washed bleached raisins
½ oz. nutmeg
½ oz. vanilla

PECAN PIES (No. 2)

Mix together:
6 oz. sugar
½ oz. salt
¼ oz. cinnamon
11 oz. cornstarch
Add and mix in:
10 oz. butter
3 oz. shortening
Stir in:
1 lb. 4 oz. eggs

Then add and mix in:
10 oz. honey
6 lb. corn syrup

PECAN PIES (No. 1)

Mix together thoroughly:
1 lb. granulated sugar
8 oz. brown sugar
1 lb. 2 oz. whole eggs
½ oz. salt
Add and mix in:
12½ oz. cake flour
Stir in:
3 lb. 4 oz. water
12 oz. honey
3 lb. 8 oz. light corn syrup
Then add and mix in:
Vanilla to suit
Place 3-4 oz. pecans on the bottom of the 9-in. unbaked pie shells. Pour the filling on top and bake at about 360-370° F.

—BREAD IS THE STAFF OF LIFE—

Corn Refiners Give \$202,500 to Research

WASHINGTON—Basic research in carbohydrates and other materials refined from corn will be conducted during 1957 under 20 fellowship grants made to science centers by the Corn Industries Research Foundation, Inc.

The Foundation, representing all U.S. manufacturers who refine corn by the wet-milling process, has allocated \$202,500 for fellowships and related research activities in the coming year.

The program will carry forward research which the industry members have sponsored since 1935 at a total outlay in excess of \$2 million, according to William T. Brady of New York, president of the CIRF board of trustees.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

The American Baker, P.O. Box 67, Minneapolis 1, Minnesota

Bakery Merchandising

"I'd Even Go North for Southern Bread!"

Columbia Baking Shows How Catchy Slogan Boosts Sales

When Ogden A. Geilfuss, president of Columbia Baking Co., Atlanta, Ga., saw advance proofs of Columbia's latest advertising symbol, the Southern Colonel, and read his famous quip, "I'd even go 'Noath' for Southern Bread!" he thought it was delightful. That has also been the reaction of Southerners to this advertising in the eight southeastern states served by Columbia's 18 bread plants and four cake plants. Sales have taken a noticeable turn upwards.

The Southern Colonel promotion began Mar. 12 in every major daily newspaper covering Columbia's territory, especially those covering North and South Carolina, Georgia, Florida, Virginia, West Virginia, Alabama and Tennessee. In addition, 13 key TV stations are now presenting animated cartoon colonels who shout their single message from horseback, from a speeding airplane, and from an automobile.

According to Jack C. Hardy, vice president and account executive for Burke Dowling Adams, Inc., Southern Bread's advertising agency, the new twist in Columbia's advertising was introduced for two reasons: 1) There was a new management team directing Columbia Baking Co., giving it new direction and aggressiveness; 2) As a result of this change, a dramatic change-in-pace in advertising was in order.

Extensive research and reference to consumer surveys had indicated that bread customers bought bread regularly throughout the week, not just on weekends like other grocery items. As a result, a schedule of continuous advertising throughout the week was thought best to reach bread customers. To spread even a healthy advertising budget over the wide area covered by Columbia Baking Co. required the use of small ads that would appear every day, and which could get a smile out of audience and be remembered.

Place For Humor

"Our agency has felt for a long time that there is a place in advertising for a little humor," said Mr. Geilfuss. "The average person today has a lot of troubles and one of the best ways to reach him is through an ad that brings a chuckle with its message. The Colonel does that very well."

Placing ads in the major TV markets was difficult because most pre-

ferred TV spots were sold. In order to break into the principal spots desired, TV ads were tailored to 10 seconds. For newspaper advertising a series of small, six-inch ads were designed which relied on a Colonel with flip and dash to capture the reader's eye and get over the seven word sales message.

One example of the slogan's effectiveness relates the story of the car with a Michigan license that stopped at a Florida grocery-gas station where a Southern bread truck was parked. The husband alighted from the car to get cigarettes. As he prepared to enter the store, his wife called to him, "Get some bread, too." Then, noticing the Southern truck, she added, "Oh, get a loaf of that bread that people go North for . . . let's try it!"

The technique employed in the art treatment on animated television spots is the same one used so successfully by Walt Disney for his movie productions. Even the simplest movement requires many drawings to create the motion. These drawings are made on clear, cellophane sheets, 11½ by 14½ in. These "cells" are put down in frames, and each one is photographed.

How It's Done

Twenty-four frames—24 separate pictures a second—are required to animate the Southern Colonel. Spots, running 10 seconds, require 240 frames.

Further preparation requires the timing of sound to the movement of the frames, an intricate process requiring skill and a certain amount of luck.

One of the most difficult problems was to find a cultured Southern voice free of false Southern accents that fitted the Colonel's personality. Tests run on several voices failed for many reasons, principally because they just did not fit the Colonel.

The solution came suddenly as the result of a remarkable twist in thought. Previous Southerners who had tried with a natural Southern accent to speak the lines, "I'd even go North for Southern Bread!" had sounded artificial when taped. As a twist, a native Southerner, who could imitate a "Yankee" accent, was asked to read the line as a Yankee might. The result was as good and true a Southern accent as could be desired.

Southern Colonel spots and ads



Ogden A. Geilfuss

appear Monday through Saturday in Southern Bread's market areas. According to Mr. Geilfuss, the Colonel is here to stay. "We will stay with the Colonel for as long as his sales message is effective. This is the type of advertising that has been received well and should wear well with Southern consumers."

The Southern Colonel promotion is part of a new advertising and sales program designed to make 1956 one of the biggest years for Columbia. and it re-emphasizes a statement made earlier by Mr. Geilfuss, "Nineteen fifty-six sets the stage for our era of greatest progress in serving the trade and public of our fast-developing territory."

Paper Box Sales For 1956 Could Hit \$900 Million

NEW YORK—Sales of folding paper boxes, expected to reach a record \$900 million volume this year, will continue strong in 1957, says Norman F. Greenway, president of the Folding Paper Box Assn.

"Unless there is a sharp decline in consumer spending power," Mr. Greenway said, "our industry should experience a substantial pick-up in orders, sparked by the retail trend to self-selection and the rising demand for its products in new 'end-use' categories such as beverages, paper goods, and cigarettes."

Dollar volume for 1956 will wind up with an estimated 7% increase, Mr. Greenway said, although total

tonnage of board used will remain about the same as in 1955. A major factor in this gain, he said, is the shift to higher quality boxes, with more colorful design, better quality board, and unusual carton features. While folding box manufacturers in all parts of the country shared in the 1956 gain, the East showed the greatest rise, 9%, followed by the Pacific Coast with 8%, north central, 6%, and the South, 4%, he said.

On the basis of origin of shipments, the \$900 million volume is divided as follows: East \$342 million, north central \$450 million, South \$58 million, and Pacific Coast \$50 million.

"As producer of the most widely used form of packaging, 115 billion cartons a year," Mr. Greenway said, "our industry is sharing in the growing American market. And as more retailers shift to some form of self-service to increase sales and reduce costs, packaging will become even more vital to successful merchandising of consumer goods. Today, packaging is the new dimension in retailing and the package has become the most powerful salesman in the nation."

"The changing pattern in the type of end-use customers for folding cartons shows the new opportunities. The flip-top cigarette box has been a major factor in an additional \$700,000-a-month volume for tobacco products. Sales to the beverage industry, primarily six-pack carry cartons, have jumped 220% in the past six years and will be close to \$72 million this year, an increase of \$19 million over 1955.

"Packaging of paper products, napkins, cups, and towels, has doubled since 1950.

"Another fertile field is multi-packs, where two or more of the same—or related items—are packaged together. Sparked by the success of the beverage industry, manufacturers in a wide variety of fields are looking to the convenience, economy, and display value of multi-packs to increase sales and reduce costs.

"Through the Folding Paper Box Assn., our industry is conducting an aggressive campaign of research and public information to help manufacturers and retailers learn more about packaging. The success of our program to date clearly shows that America is in the midst of a marketing revolution where the package is making it possible to bring more and better goods to more people at ever-lower costs. As long as the folding carton can continue to fill this role, our business will grow and prosper," concluded Mr. Greenway.

The food industry was first in estimated dollar volume of paper box sales, \$171 million, baked foods and crackers were second with \$85,500,000.



Southern

CATCHY LITTLE COLONEL—The lively little figure of a southern colonel with a plug hat and chin whiskers is carrying the weight of

the advertising budget of the Columbia Baking Co., Atlanta, at the present time. The colonel can be seen galloping across newspaper pages

and leaping from television screens. The slogan accompanying him each time is: "I'd even go north for Southern Bread!" The colonel and

the slogan are the basis of Columbia's advertising campaign for its Southern bread in most of the bakery's trade area.

Planning Under Way for National Sandwich Month

CHICAGO — Preparations for the 1957 National Sandwich Month campaign are already under way, according to the Millers National Federation, with related food industries shooting at a "record of success unparalleled by any other promotion."

The Wheat Flour Institute committee has reviewed the campaign, and plans have been made for a complete reassessment of all materials and techniques used thus far, to continue those most effective and revitalize the campaign for "August Is Sandwich Time" in 1957.

With the concurrence of the institute committee, Standard Brands, Inc., will take over sponsorship of the national sandwich idea contest, working closely with the National Restaurant Assn., Wheat Flour Institute, and related groups. Standard Brands plans to make the 1957 contest one of the outstanding competitions of its kind, enlarging and reinforcing the publicity and merchandising build-up for sandwich month. In the August drive itself, the Wheat Flour Institute and leading brand-name participant-sponsors are free to exploit the promotion as never before.

The institute will still publish the popular leaflet—"20 Best Sandwiches of the Year," for distribution throughout the food trades—in restaurants,

groceries, super markets and commercial baking operations. The institute still may use prize-winning sandwiches for posters in merchandising kits. Standard Brands will spearhead the contest, as distinct from sandwich month, working in the restaurant, grocery and bakery trades—assuming responsibility for the judging, prizes, publicity, awards and contest promotion.

The successful 1956 campaign proves a hard-to-beat yardstick for the coming year. Last August, sandwich month generated millions of dollars worth of advertising in newspapers, magazines, on radio, television and in other media—relating the use of soups, salads, beverages, spreads, dressings, fillings and desserts of all types of wheat, flour and variety breads in complete sandwich meals. More than 1,500 newspaper tear sheets were tallied for 1956, representing advertisers with almost 18,000 grocery and supermarket outlets. It is believed that the actual number of stores participating in national sandwich month exceeds by two or three times this number.

Outstanding chains and independent stores on the 1956 roster included A&P, Safeway, Kroger, Grand Union, Colonial, Jewel, First Nation-

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RINGING THE cash register

MERCHANDISING HINTS FOR THE RETAIL BAKER

Color Schemes

Part of modern merchandising is attractive and pleasant surroundings in the store. The importance of color is being noted in the decoration of many retail stores, and the retail baker often might be able to make some use of color scheme knowledge. Warm colors should be used on walls if the store gets relatively little sunlight; cool colors should be used if the store gets a lot of sunlight. If the store faces north or east, the walls can be painted with warm colors such as ivory or cream. If the store faces south or west, cool colors such as blue, gray or green can be used. It's a good idea always to have the ceiling done in white or off-white so that it will reflect light better.

A football coach wins games by teaching individuals to perform so well that their combined efforts result in efficient and superior teamwork. The bakery operator likewise must get the most out of his personnel to make his business efficient and superior. Make sure each of your employees has a definite assignment which he understands thoroughly. Tell him he is the manager of a certain department or section. It gives the employee a sense of responsibility and he will be more eager to please you and the customer. You may find it wise to draw up a work plan on paper. List the employee's name, together with his respective duties. In this way he can use the plan as a check list of jobs that must be done daily or weekly. You will find your employees will do a better merchandising job and your store will operate more efficiently.

Employee Assignment

Display "Hot Spots"

Display "hot spots" often differ from store to store. Display space is valuable. It should be rationed on the basis of merit. Thus, if you are twice as anxious to sell item X as you are item Y, it is clear that item X deserves twice as good a display spot in your arrangement. How do you find and measure the relative sales power of your display "hot spots"? Simply by means of sales tests and/or observation and accurate record-keeping. It is one problem that you must solve for yourself for the location and grade of "hot spots" are not uniform in all stores. Remember also, that your findings are never eternal. "Hot spots" are often dynamic in character, and may lose or gain in sales power over a period of time. Re-check them at intervals.

Tell People The News

Readers of your local newspaper are anxious to find out about news events and stories of progress in their own neighborhood. Be sure that your newspaper is informed every time you buy new bakery machinery or when you add a new employee. If you have a flair for news writing you might type the item yourself because you can give added details which the newspaper will often print. It will enable the local paper to give its readers the latest news on what you're doing to provide modern, efficient service.

Impulse Buying

Impulse-buying can be stimulated by having eye-level, unobstructed and properly lighted displays. Merchandise can't sell if it isn't seen by the buyer. Look for and eliminate the dark, dead spots of square corners. Round them off if necessary. Good illumination induces buying for it improves the appearance of products and creates greater interest in the shopper. Customers will avoid the dark places. It is considered by grocery merchandising experts that 50 to 100 ft. candlepower is best for impulse buying.

Sales Born Up Front

The front 25% of floor space in a store sells the most goods, merchandising experts claim. Granted that this claim defies disproof, the dealer ought to make certain that administrative and production facilities are located some place other than in the front of the store. The front is too valuable to be wasted on non-sales functions. If a rearrangement of the store layout is contemplated, the direction of traffic, stopping power of displays and merchandise and selling of customers are of utmost importance.



Sweetheart Cake

ORDER YOURS TODAY FOR FEBRUARY 14

SWEETHEART CAKE—The promotion of the Sweetheart Cake for Valentine's Day, Feb. 14, is again being undertaken by General Mills, Inc., Minneapolis. For the many years the cake has been merchandised, it has been shown the promotion increases sales, General Mills says. Fifteen different advertising pieces are included in the kit available from the company or its representatives. Included are full color posters, box bands, display stands, direct mail postcards, heart-shaped pans, window streamers, a promotion booklet and sample newspaper advertisements.



CHILDREN'S PARTY—The annual Christmas Party of the Minnesota Allied Trades of the Baking Industry has been expanded to include a Christmas dinner for over 100 underprivileged Indian children at a Minneapolis settlement house. Shown above are several of the 30 allied cooperators in the affair. A complete turkey dinner, gifts and bags of groceries were donated by the members. John S. Hansen, General Mills, Inc., Minneapolis, is president of the allied trades group.

Good Breakfast Promotion Ready for 2-Month Push

CHICAGO—The concentrated efforts of the baking industry and other food processors are being coordinated for the fifth annual Good Breakfast promotion sponsored by the Bakers of America Program. Plans are already in the works to make this one of the largest campaigns undertaken in the food field during the two-month period of February and March.

Strong support will be given the breakfast promotion by a number of allied and related food companies in all media. This support combined with that of other organizations having a sales stake in the breakfast market can build definite increase in a wide variety of items.

Such items as fruit or fruit juice, hot or cold cereals, eggs, milk, breakfast meats, butter, margarine, various beverages, bread and rolls and jams and jellies can be made to move steadily by tying-in with the breakfast drive.

Special point of sale material has been prepared by the Bakers of America Program to help sell these food products. It has been designed for use on wire hangers as window displays, and on shelves.

The kit contains two four-color posters depicting appetizing breakfast foods, shelf talkers, mats for newspaper advertising and suggested radio and television commercials.

An extra push will be given the campaign in the form of news articles in newspapers and magazines and repeated plugs on radio and television. Special scripts are being prepared for homemaker shows and will be followed by matted articles for a selected list of daily and weekly newspapers.

Plans are being perfected for special breakfast promotions on several TV network shows.

Major organizations will swing behind the campaign with advertising in newspapers, magazines, television, radio and the preparation of point of sale material. Among them are: General Mills, Inc.; Pillsbury Mills, Inc.; Standard Brands, Inc.; Marathon Pa-

per Co.; Pollock Paper Co.; California Raisin Advisory Board; Reynolds Metal Co.; and the Poultry and Egg National Board. Editorial support of several national magazines is also being enlisted.

Many service organizations and educational institutions will hold breakfast demonstrations in conjunction with the promotion.

The breakfast campaign has been widely endorsed by nutritionists and health educators who hope to correct one of America's worst meal habits—neglecting to eat a proper and nutritious breakfast.

BREAD IS THE STAFF OF LIFE— DIVIDEND DECLARED

NEW YORK—The American Molasses Co. has declared a quarterly dividend of 17½¢ per share on the common stock of the company. The dividend is payable on Jan. 10.



NEW CHERRY CAKE—February has come to be the time of the year when cherry baked foods reach a peak in popularity. During February, Durkee Famous Foods will introduce a formula and complete merchandising kit for Cherry Crisscross Cakes. To help bakers merchandise this subject with their customers, Durkee is offering a special sales promotion kit containing full-color material and useful selling aids. Included in the kit is a 21 inch by 11 inch window banner. The same full-color illustration is also available in a nine inch by 12 inch self-standing easel card for use on shelves and counter tops. Mats of small advertisements feature cherry crisscross cakes as a special of the month, which the baker can use in his local newspaper advertisements. The formula and the merchandising kits can be obtained from your Durkee representative, or by writing to Durkee Famous Foods, Cleveland 14, Ohio.

Pan Selection Topic For Jan. 22 Session Of Virginia Council

RICHMOND, VA.—The subject of scientific pan selection will be covered at the mid-winter meeting of the Virginia Bakers Council at Hotel Roanoke, Roanoke, Va., Jan. 22.

A panel of experts from the pan manufacturing field will discuss proper pans for varying loaf weights with a committee from the bakers' council. The discussion will cover such problems as scientific selection of pan sizes, the technical and competitive considerations involved, and other phases of the problem. The topic will coincide with a study now underway in Virginia to explore ways to standardize pan sizes for loaf weights.

The meeting will conclude with the mid-winter get-together dinner.

—BREAD IS THE STAFF OF LIFE—

New Association to Exchange Data on Baking Industry

PITTSBURGH—Representatives of 11 bakeries from the U.S. and Canada met in Pittsburgh recently to form a new organization, the Wholesale Variety Bakers Assn. Purpose of the association will be to arrange for mutual exchange of information about production and sales.

David Glantz, United Baking Co., Pittsburgh, was elected president; Max Friedman, Kaufman's Bakery, Buffalo, vice president, and Eliot Zerivitz, Pariser's Bakery, Baltimore, secretary-treasurer.

Members include: United Bakery, Pittsburgh; Kaufman's Bakery, Buffalo; Ellensweig's Bakery, Hamilton, Ont.; Silverstein's Bakery, Toronto; Kasanoff's Bakery, Boston; Ottenberg's Bakery, Washington, D.C.; Keyer Bakery, Norfolk, Va.; Kahn Bakery, El Paso, Texas; Pariser Bakery, Baltimore; Castle Bakery, Chicago, and Pechter Bakery, Cleveland.

Next meeting of the association is scheduled for May, 1957. Interested firms should contact the secretary, Mr. Zerivitz, at Pariser Bakery, 2304 Pennsylvania Ave., Baltimore 17, Md.

RETAIL BAKERS WEEK

(Continued from page 14)

greatest opportunities to "sell" all of the fine baked foods produced in every one of the country's retail bakeries.

Through regular bulletins as well as through the activities of the captains and lieutenants in the various areas, retail bakers have already heard and will continue to be advised of the program as it develops and gains momentum through support that has been promised to the Associated Retail Bakers of America. The courses for the allied trades to follow, or in other words, what this group so closely associated with the industry can do as companies and what their representatives can do as individuals, has been charted and supplied to practically all of the companies interested in the progress of the retail segment of the industry.

Any allied firms who have not received a copy of "The Plan for Promoting National Retail Bakers Week to the Consuming Public—Here's How Allied Trade Firms and Their Representatives Can Do It" may obtain a copy by addressing their requests to ARBA, 731-735 W. Sheridan Road, Chicago 13, Ill.

The retail bakers have been alerted as to how they will obtain the greatest amount of value by promoting National Retail Bakers Week to the consuming public, and any retail baker may obtain a copy of the bulletin that has been released by writing ARBA at the above address.

One of the most potent forces in making this week a success at the local levels are the state and local bakers associations. How they can do it has been included in a bulletin that offers five pertinent points and this bulletin has been sent to all associations of record. However, if any organization has been overlooked, a copy will be mailed immediately upon request to the same address.

Not Limited to ARBA Members

The outstanding point in connection with National Retail Bakers Week is the fact that a retail baker need not be a member of ARBA to participate and benefit by his support of National Retail Bakers Week. The campaign is open to each and every retail baker of the country and ARBA will supply a kit which will contain the streamers featuring the eight varieties as well as merchandising, advertising, selling and display suggestions which will be mailed so that they will be in the hands of every operator approximately two weeks prior to April 29.

Realizing the intensive need for the greatest amount of enthusiasm that can be generated, ARBA's convention committee decided to present what has been designated as an NRBW Jamboree for the Tuesday afternoon session, March 19, 1957, in the Roosevelt Hotel, New Orleans. Here every retail baker and allied man in attendance will have the opportunity to see all of the products that are to be featured.

They will hear all about the advertising, merchandising and display techniques that will help to make this event a real "Sell-A-Bration." They will also be able to exchange ideas which naturally result from thorough discussions so that nothing will be left undone to make the week of April 29-May 4 the greatest event in the history of the retail baker, which is the goal which Mr. Nash and his committee has set for it.

1957?

(Continued from Page 11)

Korea. This incident, or so-called "police action" cost many lives and dollars and disruption of normal business progress. Controls and materials scarcity naturally affect the domestic economy and production for civilian use.

Any predictions for the year ahead must take into consideration world events and how these events may affect us here in the U.S. I do not profess to be a seer into the future of a crystal ball gazer. I can only face facts and conditions as they are today.

The population of this nation is increasing not only due to the birth rate but through immigration. This increasing population must be fed and bakery products are recognized as essential to the health and well being of our people.

Our American bakers are the best in the world. They are turning out better and better baked goods, resorting as they do to research and the best in ingredients and equipment and machinery to produce a fine wholesome product.

To meet the increasing demands for baked goods on the part of the American people, large bakeries must continue to expand, small bakeries

must increase their productive facilities and new bakeries will come into being.

This moving forward in 1957 by the American baker naturally extends to the entire baking industry. The bakery equipment and machinery manufacturers and their national trade association, of which I have the honor to be president, is well cognizant of this. We are making every effort to provide the baker with the best equipment, machinery, ovens and pans. We are constantly engaged in scientific research and engineering to continue to improve upon the efficiency and durability of our products and to see that the baker is, at all times, supplied with his needs as quickly as possible.

A close feeling of understanding and cooperation has developed between the associations representing the bakers and the equipment manufacturers, of which we in "BEMA" feel very proud. I predict, without qualification, that this "progress through cooperation" will continue to move forward in 1957 for a bigger and better baking industry.—T. F. Freed, *Read Standard* division of Capitol Products Corp., president, Bakery Equipment Manufacturers Assn.

NBSA

Baking Must Work to Hold on to Prosperity

The baker, as in no other time in history, faces a challenge that may well determine his future. It is indeed a paradox that such a serious and far

reaching decision must be made at a time when our spendable income is at undreamed-of heights.

But it is understandable when we realize that it is simply the American system functioning at its most efficient best. Whether or not we, in or affiliated with the baking industry, will survive and prosper in this very favorable business climate depends on our ability to maintain our position with other industries who are competing with us for the consumer food dollar.

Do we have the wherewithal to maintain and improve our position? We of NBSA answer with an emphatic and unequivocal "yes." We have everything it takes at our command. We have a product the consumer wants and desires—but that is not enough. We must continue to aggressively promote and merchandise bakery products or we will be overshadowed by the hard hitting promotions of other industries.

But, only if we are to back up our promotions with quality can we hold on to our unbeatable position. If we never become satisfied with the quality of our products, but rather strive continuously to make finer, better looking and better tasting bakery products, the current highest level in history could very well be only a jumping-off point towards an ever-growing and prospering bakery industry. Never forget though, the baker cannot do it alone—it will take the combined all-out effort of the baker and his suppliers.—Alphonse Levy, Charles Dennery, Inc., New Orleans, president, National Bakery Suppliers Assn.



New York Bakers Develop Novel Meeting Program

ROCHESTER—The 1957 convention of the N. Y. State Association of Manufacturing Retail Bakers will be held March 3-5, 1957, at the Hotel Sheraton here.

The program, entitled "For a Brighter Tomorrow," starts Sunday, March 3, with registration from 10 a.m. to 7 p.m. At 2 p.m. on Sunday, until 10 p.m., the opening of "Idea Blvd." by city officials and state and local association officers will take place. This event will be held in the Starlite Roof Room. State association directors will meet in the Green Room from 4 p.m. until 5:30 p.m.

Cocktail time will be held at 6 p.m. From 7 p.m. to 9 p.m. the famous Hotel Sheraton smorgasbord will take place aboard the S.S. Rochester, an imaginary ship to be located at the hotel. A "Captain's Table" will be used for a reception for state association president Bob Johnson.

On Monday, March 4, registration on the Mezzanine Floor will again start at 8 a.m. until noon. An inter-city panel will start at 9 a.m. in the tent room. Dick Morgan will be the moderator and keynoter. This inter-city panel will present 90 minutes of "ideas" to those present.

From 10 a.m. until 5 p.m., the ladies' hospitality room will be open. At 10:30 a.m. an inter-state panel will take place, with Otto Scheuermann acting as moderator. Ideas of leading bakers from five states will be heard.

The first international idea exchange, with ideas from five countries is scheduled from 2 p.m. until 4 p.m. This is considered to be a small convention in itself.

The state association committee meetings will be held at 4 p.m. A Rochester banquet in the Grand Ball-

room is scheduled for 8 p.m. till 2 a.m.

On Tuesday, March 5, state association meetings and election of officers will start at 10 a.m. Reports of officers, delegates, committees and affiliated enterprises will also be given. A ladies' tour is scheduled for 10 a.m. and a ladies' luncheon will be held at noon.

The program is under the direction of William Schonleber of Aunt Jennies Bake Shop in Rochester.

One of the highlights of this year's convention is the Inter City, State, National, Idea Exchange. The program for this Inter Idea Exchange is entitled, "Tomorrow's Baker's Alphabet" and each letter in the alphabet will be the subject of a topic. The program is as follows: "A brighter tomorrow; Bread has a king-size place in the bakery; Candy in the bakery at Easter and during the year; Do more merchandising-ideas galore; European hints; First impressions are lasting; Gadgets that help production and make a better

program; Holiday cakes easily made; Ingenious ways to combat modern day competition; Just as clean as a bakery; Kindred products that help sales; Lenten days can be profitable days; Miss salesgirl needs your help; National bakers week products on display; Our Canadian neighbors suggest; Pizza pies place in the bakery; Quality is not enough; Research laboratories extend helpful hints; Sampling plus signs, equals sales; Take one for the freezer; Utopia is for you who work with a plan; Varieties from single mixes; Whip cream products that have proven profitable; X marks the spot for the man who did not know his costs; Youth in the industry—thousands are waiting for your invitation; Zet's all."

NAMED PRESIDENT

CHICAGO—W. P. Nolan has been named president of the Merchants Biscuit Co., Omaha, a division of United Biscuit Co. He succeeds O. B. Skadland, deceased.

Eye Appeal Vital to Cakes, SBA Reminded

MIAMI, FLA. — The December meeting of the South Florida Bakers Assn. was exceptionally well attended, and a very helpful program was presented. Fred Grimmig of Jacques Pastry Shop, Miami Beach, gave a demonstration of party cake and pastries. He stressed that "eye appeal" means a lot in the merchandising of the best quality cakes on the present market, and demonstrated the new three-dimensional cake decorations. Mr. Grimmig generously distributed mimeographed copies of his best recipes for tea cakes.

Several guests were present, including Paul Nease, immediate past president of the SBA; L. E. Holley, district manager, Standard Brands, Inc., and H. N. Shanon, also of Standard Brands.

Three members were added to the Retail Membership committee—Fred Grimmig, Jacques Pastry Shop; Carl Waltuck, Carl's Bakery, and Louis Melnick, Famous Bakery. An effort will be made to increase the attendance of women in the industry at the meetings.

Officers Elected

ROCHESTER, N.Y.—The following were elected as officers and directors of the Rochester Master Bakers Assn. for 1957 at the recent annual election:

John Van Zandvoord, president; Frank Schmid, vice president; Carl Boesel, treasurer; Roy Hock, secretary. Directors elected were: Carl Boesel, Karl Ebert, Eric Sommerhalter, Joseph Ulsamer and Fred Utz.

An installation banquet will be held this month, with Robert Johnson, president, New York State Association of Manufacturing Retail Bakers, Inc., as installing officer. This program is under the direction of chairman Mike Magde.



PLAN CONVENTION—Shown above is the general convention planning committee of the New York State Association of Manufacturing Retail Bakers, readying the program for the 1957 convention in Rochester, N.Y., March 3-5. In the background can be seen some of the "street signs" along "Idea Boulevard" demonstrating the interesting approach to merchandising and production planning.

Table 4
Quality Factors in Bread Buying

Percentage Rating Important or Very Important Percent	Qualities Sought in Bread	Rank	Degree to Which Qualities Were Found in Preferred Brand of White Bread	Percentage Rating Good or Very Good Percent
90	Flavor	1	Freshness	78
84	Freshness	2	Appetizing Appearance	74
80	Toasting Quality	3	Flavor	74
79	Appetizing Appearance	4	Toasting Quality	71
79	Appetizing Smell	5	Moistness	71
74	Nourishing	6	"Keeping" Quality	65
71	"Keeping" Quality	7	Appetizing Smell	62
68	Moistness	8	Nourishing	55
65	Vitamin Content	9	Vitamin Content	37

BREAD SURVEY

(Continued from page 13)

housewives were asked to indicate on a five-point rating scale the degree of importance attached to each of the following nine factors:

Nourishing, Freshness, Flavor, Vitamin Content, Moistness, "Keeping" Quality, Toasting Quality, Appetizing Appearance, Appetizing Smell.

Opportunity was afforded to add to this list, but very few additions were made.

Table 4 shows that Flavor was voted as important or very important (points 4 and 5 on the rating scale) by 90% of the housewives as a quality sought in bread buying. Freshness was second, with 84% of the consumers rating it important or very important. Similarly, Toasting Quality ranked third; Appetizing Appearance, fourth; and so on. Freshness, at the top of the right-hand list, means that 78% of the housewives rated their preferred brand of white bread to be good or very good, fresh or very fresh (points 4 and 5 on the rating scale). Appetizing Appearance ranked second; Flavor, third; and Toasting Quality, fourth.

Housewives generally had in mind several qualities which they considered important in bread and which they found in large measure in the brand of bread they preferred. Flavor and Freshness rated high on their lists, with Appearance and Toasting

Quality next in line. Vitamin Content ranked at the bottom of the list.

Since this survey was designed to measure the impact of advertising on brand preferences and to gain new light on consumer bread-buying habits and motivation, what conclusions may be drawn?

Given a good product, which means an attractive, fresh loaf of good flavor and toasting quality advertising is highly important in consumer motivation.

Promotional strategy for bread should recognize that:

(1) It is possible to build a solid core of consumer loyalty to a particular brand in as many as one third of the customers. To gain this objective, the quality of the bread must be maintained, and widespread distribution—in choice spots on the bread shelf in good outlets—is necessary.

(2) Bread consumers in general appear to shift their loyalties to another brand about every three to five years. This loyalty turnover rate appears to stem from a sense of monotony and a desire for something new or different. The baker who wants to overcome this tendency should consider a program of product improvement, new and fresh packaging, and appropriate advertising geared into the consumers' turnover cycle.

—BREAD IS THE STAFF OF LIFE—

325 Attend Bakers Christmas Party

NEW YORK—A total of 325 members and guests, many from out of town, attended the annual Christmas party of the Bakers Club, Inc., in the Moderne Room of the Hotel Belmont Plaza, Dec. 11. The affair featured a cocktail hour preceding a large buffet spread serviced from four stations.

An attractive display table featuring a wide variety of baked foods was set up outside the banquet room. Baking firms contributing to the display were: American Bakeries Co., General Baking Co., Appolo Pastry Co., Larsen Baking Co., Continental Baking Co., Joe Lowe Corp., Cushman's Sons, Inc., Messing Bakeries, Inc., Doughnut Corporation of America, Wagner Baking Corp., Drake Bakeries, Inc., Ward Baking Co., Duvernoy & Sons, Inc., National Biscuit Co., Ebinger Baking Co. and Wheatality Baking Corp.

The entertainment committee which staged the affair is headed by J. E. Mapes, National Glaco Chemical Corp., with W. H. Welker, Swift & Co., vice chairman. Others on the committee are: H. W. Green, Standard Brands, Inc.; A. G. Hessel, Continental Baking Co.; E. Holmuller, Duvernoy Bakeries, Inc.; F. F. Kleinmann, Ward Baking Co.; A. E. Levy, Joe Lowe Corp.; J. MacManus, Cushman's Sons, Inc.; D. W. Murchison, Borden Food Products Co.; R. E. Walsh, National Yeast Corp.; and R. S. Whiteside, Sterwin Chemicals Inc.



POLIO FIGHT—Charles J. Schupp, public relations chairman for the Associated Retail Bakers of the Greater Washington (D.C.) Area receives from John Wayne Perry, 4-year-old polio victim, a certificate of appreciation from the National Foundation for Infantile Paralysis for his organization's "Dollars from Doughnuts—Help a Child to Walk" campaign last January. The association has now completed a similar project so that all receipts from doughnut sales by co-operating members, as well as outright gifts received from allied firms and others, will be turned over to the March of Dimes polio fund.

The Gourmet Says...

"The Gourmet" is a new book by Martin Lederman, author of "The Slim Gourmet" and "The Gourmet's Guide to the Kitchen." It is a collection of recipes and tips for the gourmet cook. The book is published by the Western Packaging Division of the Crown Zellerbach Corporation, San Leandro, Cal.



The Doctor Says...

"The Doctor Says" is a new book by Dr. Norman Jolliffe, author of "The Slim Gourmet" and "The Gourmet's Guide to the Kitchen." It is a collection of recipes and tips for the gourmet cook. The book is published by the Western Packaging Division of the Crown Zellerbach Corporation, San Leandro, Cal.

Standard Brands Distributes Bread Promotion Leaflet

NEW YORK—In line with its long-range policy of using every medium to help sell consumers on the need for enriched bread and other baked foods in all types of diets, the Fleischmann Division of Standard Brands, Inc., has developed a new educational leaflet which is being distributed to nearly 70,000 Standard Brands stockholders as a dividend insert and to nearly 10,000 Standard Brands employees as a pay envelope enclosure.

The attractive triple-fold leaflet (see illustration) features quotations on the importance of bread in regular and reducing diets by famed gourmet, Martin Lederman, author of the best-selling reducing diet book "The Slim Gourmet," and by Dr. Norman Jolliffe, author of the equally popular

diet book "Reduce and Stay Reduced."

In a message to stockholders introducing the leaflet and explaining its purpose, Joel Mitchell, Standard Brands president, said: "In their continuing search for the right foods, many diet-conscious Americans have been influenced by the advice of food faddists who further the idea that bread should be excluded from the diet in order to reduce... These authorities convincingly point out that bread constitutes a necessary part of every diet not only because of its nutritional values, but because of the indispensable part it plays in the way of life of the peoples of the Western World."

The Fleischmann Division has made it a regular policy to pass along educational materials on bread and baked foods to Standard Brands' stockholders and/or employees. Only last month reprints of the McCall's Magazine article on "Diet Fads" were distributed to employees and last December a dividend insert on the importance of the baking industry in the U.S. economy was distributed to stockholders.

In commenting on this educational activity, M. G. Rhodes, vice president and sales manager of the Fleischmann Division, said: "We realize that the job of educating the U.S. public to the true value of bread and baked foods is a gigantic task that can only be accomplished through the combined efforts of every element in the baking industry. We are happy to join with all those who have enlisted in this cooperative campaign."

—BREAD IS THE STAFF OF LIFE—

General Baking Official, Thomas S. Olsen, Dies

SHARON, CONN.—Thomas S. Olsen, 72, of Salisbury, Conn., a director and former executive vice president of the General Baking Co., died recently at the Sharon hospital. He was born in Brooklyn, graduated from New York University, and started as an assistant auditor for General Baking in 1913. Mr. Olsen rose to assistant treasurer, and in 1941 was elected a vice president and assistant to the president. The next year he was appointed treasurer. His election as executive vice president came in March 1945. He was made a director four years later, retaining that post when he relinquished his executive duties four years ago.

A native of Brooklyn, Mr. Olsen lived in Pleasantville, N.Y. for 25 years, before moving to Salisbury, Conn. three years ago. He is survived by his widow Ann, three sons by a former marriage, Thomas S., Albert G. and Norman T., a brother Charles, and three sisters Mrs. George W. Booth, Mrs. Grover Hartman and Mrs. Rudolph G. Johnson.



NEW WRAPPER—Welsh's Bakery, Reno, Nev., used the "Miss Package of 1956," Giselle D-Arc, to introduce its new "taste excitement" waxed paper wrapper at the Western Packaging exposition in Los Angeles. The wrapper features realistic full-color illustrations of a rolled roast beef in two serving suggestions: In a sandwich, and served with buttered toast on a plate lunch. The wrapper was designed for the Western Waxide Specialty Packaging Division of Crown Zellerbach, San Leandro, Cal.



BAKING INSTITUTE COMMENCEMENT—Some of those taking part in Dec. 14 commencement exercises for Class 70 of the American Institute of Baking are shown above. At the left is Dr. H. E. Longenecker, vice president of the University of Illinois and a member of the AIB scientific advisory committee, who delivered the commencement address, "What of Good Citizenship." In the center is L. E. Caster, Kellogg-Stevens Baking Co., Rockford,

Ill., chairman of the AIB board, who presented the certificates. Howard O. Hunter, president of the institute, right, acted as master of ceremonies. In the illustration at the right, the exercises are discussed by Dr. Robert W. English, director of education; James T. Gordon, Van de Kamp's Holland Dutch Bakeries, Los Angeles, class president, and Charles E. Wise, Horn & Hardart Baking Co., Philadelphia, class secretary.

MEDICAL MEN TOLD OF ENRICHMENT

(Continued from page 16)

traction, or even less) can be sold; however, such low-extraction flour must be enriched with thiamine, niacin, and iron to the levels of 80% extraction flour. Not only are the levels lower than those in the enrichment formula used in the U.S. but there is no requirement for the addition of riboflavin. In Denmark, on the basis of conclusions reached by the Danish Academy for Technology, a government order was issued in December, 1953, requiring that all white flour, farina, and semolina offered for sale or delivery in Denmark contain 5 mg. of thiamine, 5 mg. of riboflavin, and 30 mg. of iron per kilogram of the respective material. In Sweden, most white flour is enriched with thiamine, riboflavin, niacin, and iron on a voluntary basis.

In Germany and France there is practically no enrichment of flour or bread, but in Holland, Belgium, Switzerland, and Italy enrichment of flour is voluntary. In much of South America enrichment of wheat flour and other cereals is under discussion, but in Chile enrichment of all white flour has been mandatory for a year or more.

Benefit to Public Health

Those engaged in our enrichment program have repeatedly emphasized that the purpose of enrichment is to help correct certain defects in the diet.

To make white bread a better food, desirable as that might be, is secondary to the use of flour and bread as vehicles for effecting an increased consumption of certain micronutrients.

This has been accomplished. After enrichment of bread and flour became general, the average diet contained not only additional iron but almost twice the amount of thiamine, riboflavin, and niacin as before.

The enrichment program has played an important role in the dis-

appearance of the frank deficiency diseases, beriberi and pellagra. For example, among 10,000 recent admissions to the Hillman General Hospital in Birmingham, Ala., not one patient with pellagra was found—this in an area in which pellagra previously had been rampant.

At a large general hospital in Chicago, in which beriberi previously could always be observed, a 3-year search failed to reveal a single case of beriberi. In 1948 and 1949 a survey conducted among some 16,000

inmates of the Chicago House of Correction revealed only two cases of pellagra, three of ariboflavinosis, and no beriberi. A point of interest in this Chicago study was that the decline in the prevalence of these vitamin deficiency diseases started very shortly after the beginning of enrichment of bakery bread in Chicago.

Between 1946 and 1950, a number of nutrition surveys were conducted in various areas of the country; surveys of family groups, of factory workers, of school children, and of others detected only an infrequent case of frank deficiency disease.

The benefits accruing from enrich-

ment are by no means limited to prevention of the frank deficiency diseases. Some time ago I was engaged with others in extensive studies of the clinical effects of experimental diets low in thiamine. The studies yielded most convincing evidence that deficiency of this vitamin, to a degree insufficient to provoke frank beriberi, would produce disturbances of the psyche. Before enrichment was initiated, many diets in this country were low enough in thiamine to cause such effects.

Even today, when enrichment of bread and flour is in general but not in universal use, a definite proportion of the people are probably subsisting on diets that are borderline in content of thiamine. To relax our efforts now would therefore be unfortunate.

A wealth of research and practical experience has proved the value of enriched bread in the diet of persons of a distinctly suboptimal nutritional status. Enriched bread is also believed to serve a purpose in diets that approach adequacy.

Although the enrichment program stemmed from the work of a great scientist, much credit for the success of the program should be given also to the pharmaceutical manufacturers of the micronutrients required. Tremendous quantities were called for at the lowest possible costs. These have been supplied at costs so low that the miller and commercial baker have been able to enrich their flour and bread at little or no additional expense to the consumer.

The flour and baking industries have voluntarily continued this program, whether or not state laws required it.

Consequently, every person in this country is able to obtain this better bread, regardless of whether his residence is in one of the 27 states that makes enrichment mandatory.

—BREAD IS THE STAFF OF LIFE—

OFFICE MOVED

KANSAS CITY—The Russell-Miller Milling Co. has moved its office here from the 12th floor to 740 Board of Trade Bldg. The phone number is GRand 1-0186.

Industry Leaders Should Also Lead In Civic Life, AIB Graduates Told

(See Illustration Above)

CHICAGO—Bakers who take the lead in their industry should give similar service to their communities, graduates of the American Institute School of Baking were told by Dr. H. E. Longenecker, commencement speaker. Graduation ceremonies for Class 70 in Baking Science and Technology were held at the institute Dec. 14.

The speaker, who is vice president of the University of Illinois in charge of the Chicago professional schools, is also a member of the institute's scientific advisory committee. In his talk on "What of Good Citizenship?" he said,

"I have no doubt of your technical abilities, but I am concerned about what you will do as members of your community, and as members of a great and leading food industry. Your role both as bakers and as citizens is important.

"I know that you will be making the best possible baked products, but that is only part of your job. You, as citizens, will need to know the problems of your community, in terms of how you can help solve them—problems of education, recreation, and civic management. The role

of leadership is yours, but you also have a responsibility in the life of your community, and for its well-being. Many of your associates and your predecessors in the baking industry have not only been important in their industry, but have also been great community leaders. To those of you who come to the institute from other countries, I hope that you may keep in touch with your classmates. I hope that all of you can join in giving service to the world community."

Others who took part in the ceremonies were Louis E. Caster, institute board chairman; Howard O. Hunter, president; Dr. Robert W. English, director of education; William Walmsley, principal emeritus; Evert Kindstrand, president of the AIB Alumni Assn.; James T. Gordon, Van de Kamp's Bakeries, Los Angeles, class president; and Charles E. Wise, Horn & Hardart Baking Co., Philadelphia, class secretary.

Before Class 71 enters Jan. 28, the institute will hold a short course in Baking for Allied Personnel. Dates for this course are Jan. 7-18, and applications may be addressed to the American Institute School of Baking, 400 E. Ontario St., Chicago 11, Ill.

Impulse Buying Sparked by Window Cartons, Group Claims

Window cartons are becoming increasingly popular with wholesale bakers and consumers because they

A SUCCESSFUL DONUT BUSINESS CALLS FOR THE FINEST EQUIPMENT and MIX

DOUGHNUT CORP. OF AMERICA
45 West 36th Street New York 18, N. Y.

are said to speed buying and spur impulse sales. Forty percent of all new folding boxes for consumer goods now feature some sort of "see-through" construction, according to John C. Newell, Jr., marketing director, Folding Paper Box Assn.

By combining sales appeal with product protection, window cartons also encourage shoppers to "look but don't touch"—a solution to a long-standing problem.

The largest share of new window boxes is for products previously sold loose. Those alert to modern selling demands recognize that customers like to see what they buy.

Folding paper box and film companies have created a strong impact on selling with window cartons, because this type of packaging solves many merchandising problems, it is claimed. They are continuing research to improve existing window cartons and to develop new materials and box styles.

—BREAD IS THE STAFF OF LIFE—

Production Club Party

CHICAGO—More than 100 members and guests of the Chicago Bakery Production Club attended the annual Christmas party of the organization at the Midland Hotel. Several

door prizes were distributed. Presiding at the affair was James Bay Bay's English Muffins. He was assisted in prize distribution by Robert M. Martin, Ekco Products Co.; N. G. Anderson, Bay State Milling Co.; and W. E. Schumacher, Anheuser-Busch, Inc.

QUINCY BAKER DIES

QUINCY, ILL.—Rome Boekenhoff Sr., 82, of Boekenhoff Bakery, and for many years prominent in Quincy business and civic affairs, died recently in Los Angeles, where he had been living since retirement. Mr. Boekenhoff's father founded the first family bakery of that name in Quincy in 1865, and son, Rome, worked for him as a boy. In 1901 Rome Boekenhoff established a bakery of his own in Quincy, and later, took over ownership and operation of his father's business.

—BREAD IS THE STAFF OF LIFE—

U.S. Diets Furnish Enough Basic Protein Units, Study Reports

MADISON, WIS.—American diets apparently furnish enough of the basic protein units, lysine and methionine. At least that is the finding of researchers at the University of Wisconsin. According to May S. Reynolds, C. A. Baumann, Evelyn Jones and Dorothy Steel, nutrition researcher personnel, the amount of necessary lysine is 0.4 to 0.5 grams a day for women. Others report that men require 0.4 to 0.8 grams a day.

It has been suggested that amino acids (protein units) be added to human foods to raise the nutritional level of the population, and for several years nutritionists have been trying to pin down the exact requirement of various amino acids in the human diet. Certain of them, called "the essential amino acids," must be present in the correct amounts to allow body cells to build proteins needed for growth, reproduction, body maintenance and regulation.

Information from several sources indicates that the average American diet—even among low-income city families—supplies much more than the minimum needed.

The researchers pegged the minimum amount of methionine needed as less than 0.3 grams when the diet contains generous amounts of another sulfur-containing amino acid called cystine. This amount of methionine is also well under the amounts normally found in diets.

Women between 19 and 64 years of age were hired to participate in the studies. They either lived in groups of two to four in University apartments with a graduate dietitian in charge, or ate their meals at the metabolism unit in the Home Economics building.

During the experimental period, the women ate only experimental diets. Amounts of methionine and lysine in their diets were measured in the laboratory, and known amounts were added to bring dietary levels to the points desired for various phases of the research.

If the needs of a particular group of people for a specific amino acid are not being met by regular food, the needed amount of this amino acid could be added to one of their common foods and thus improve their nutrition. But if the diet supplies enough of a particular amino acid—and this seems to be the case for lysine and methionine in the U.S.—such supplementation would not improve nutrition and could even cause further nutritional difficulties due to imbalances, researchers reported.

THESE LEADING FIRMS WERE ADVERTISERS IN THE 1956 ALMANACK

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Bay State Milling Co.
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Einfuhrhandel Mannheim
Farmers Union Grain Terminal Assn.

First National Bank
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General Mills, Inc.
Grippling & Verkleij
Hallett & Carey Co.
Harris County Houston Ship Channel Navigation District
Hot Spot Detector
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Interstate Grain Corp.
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Leval & Co., Inc.
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Nellis Feed Co.
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Norris Grain Co.
North Dakota Mill & Elevator
Novadal Flour Service Division, Wallace & Tiernan Inc.
Osborne McMillan Elevator Co.
Osack & Co., v/h
Pillman & Phillips
Pillsbury Mills, Inc.
PTC Cable Co.

Rice, Daniel F., & Co.
Roanoke City Mills, Inc.
Russell-Miller Milling Co.
Russell, D. T., & Baird, Ltd.
Sheridan Flouring Mills
Simonds-Shields-Theis Grain Co.
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Smith, Sidney, Ltd.
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Stannard, Collins & Co., Ltd.
Stratton Grain Co.
Thomas, Vaughan, & Co., Ltd.
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Place your Advertising Early

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For The Northwestern Miller

1957 ALMANACK

Where your advertising is seen throughout the year by all readers of *The Northwestern Miller*.

Significant to every advertiser desiring to reach the Feed, Grain, Flour and Baking industries will be the 1957 ALMANACK edition of *The Northwestern Miller*.

This invaluable reference book will be received by all readers of *The Northwestern Miller* as a Section Two of the April 30, 1957, issue. The new Almanack will continue and expand the valuable statistical and informational service regarding crops, production, regulations, etc., for which this annual edition serves as an ever-ready "reference library."

Your advertising message will be seen time and again throughout the year in the Almanack as this indispensable volume will be retained and referred to repeatedly by readers who will be most receptive to your advertising.

Send in your space reservation today and assure yourself ample time in which to prepare your advertising copy, which can be accepted not later than March 1. Use the handy space reservation form below. Mail it today.

Features of the 1957 ALMANACK will be these departments, with their own material, such as

FLOUR:

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Production
Exports and Imports
World Import Duties

GRAIN:

Wheat Standards
Corn Standards
Contract Grades
Elevator Capacity

BAKING:

State Baking Laws
List of Industrial Movies
List of Baking Schools
Latest Census Data

FEEDS:

Rules Governing Feed Trade
Definitions of Grain By-Products
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MNF Discusses Condensation In Bulk Flour Shipments

CHICAGO—The extent and character of condensation troubles connected with the shipment of flour in bulk has been made the subject of a Millers National Federation report. Several bakers have expressed concern over the difficulty, the federation said, and in one case the statement was made that while condensation has always been a problem, especially at this season of the year, it has become more serious since the bulk shipment of flour was introduced.

The text of the MNF report follows:

"It is decidedly doubtful whether anybody has all the answers for full prevention of condensation during loading in transit and in unloading of flour. Condensation losses take place too frequently even when sacked flour is shipped in conventional box-cars for anyone to argue seriously that the last word has been spoken on the subject, so it is not surprising that with the introduction of bulk shipping there is a rising amount of complaints from consignees.

"We have recently consulted several milling companies which have had extensive experience in shipping flour in bulk, and will attempt to summarize the ideas of these people as to meeting the condensation problem as it applies particularly to flour loaded in bulk cars. Perhaps this will encourage free discussion of the subject in milling circles, and any reduction in condensation which takes place as a result ought to be beneficial to millers generally as well as to their customers.

"It is an odd fact that some flour buyers do not seem to understand why condensation takes place. For that reason, we hope it will not seem to be too elementary to point out that flour at the time of milling has a temperature of at least 80°, and is sometimes warmer than that, and the surrounding air runs rather high in humidity. When the high moisture air comes in contact with the cold surface of bulk cars, moisture condensation takes place because the temperature of the air immediately adjacent to the surfaces drops below the dew-point.

"Another important condition under which condensation occurs is when flour is loaded under relatively warm atmosphere conditions and then shipped to areas where temperatures are much lower. It has not been uncommon for small doughballs to accumulate at the point of the flour level line within the bulk car.

"At times condensation takes place during unloading. This probably comes from warm air emitting from the flour when the top of the car is open.

"Dealing effectively with condensation, therefore, means (a) reduction of moisture condensation during loading time; (b) maintenance of condensation-free conditions in the bulk car during transit; and (c) preventing condensation during unloading time.

"There are several basic methods of avoiding the dew-point during

loading or shipment of flour: (1) cooling the air; (2) cooling the flour; (3) using an absorbent material (or desiccant); (4) heating the car. All of these methods are employed to a considerable extent, and obviously the objective is to reduce temperature differences between the flour and the surface of the car.

"In mills where there is ample bulk storage, experience indicates that very little condensation takes place during the loading of cars or in transit if the flour has been allowed sufficient time after milling to cool. If it can be said that there is one best method for avoiding condensation, this is it; but obviously, there are many mills in which the amount of flour storage space is not great enough to permit this plan to be used.

"Cooling the air, or stating it more accurately, replacing the hot humid air which accompanies the flour with cool dry air during loading, is accomplished by blowing, using sack filters over hatches. This method reduces condensation quite well on bulk trucks and on bulk flours loaded from the stream, but we are told that it will not deal effectively with a high speed pneumatic loadout system.

"In addition to the storage of flour in bulk to reduce the temperature, millers have tried loading from tanks to a bulk car, then unloading pneumatically to a second bulk car. Condensation was materially reduced by this method, but its disadvantage is that the flour loses weight, it is time-consuming and somewhat expensive.

"Use of an absorbent material, principally silica gel, is intended to maintain a condensation-free condition in the car during transit. Silica gel is a desiccant, 25 lb. being used per car. Each hatch is equipped with a basket arrangement, which is suspended so that the air above the flour line and under the roof of the car comes in contact with the material. Silica gel will sometimes pick up two or three pounds of water during shipment. Experience with this method has been good, but arrangements have to be made for the consignee to return the baskets and silica gel after each shipment.

"Heating the car is most often accomplished by the electric blanket route. The blanket consists of a four-section, vinyl-covered fiberglass material. This is placed over the entire car approximately two hours prior to loading. It raises the temperature of the car from 20° to 40° above outside atmospheric temperature. The principle of the operation is to keep the top of the car warm enough to prevent moisture condensation during loading. This heating method has also been successfully employed, during unloading as well as loading, but it has the disadvantage of requiring considerable time and is moderately expensive. Other methods of heating the car have been to blow heated dry air in, primarily to dry out the air above flour after loading."

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CONVENTION CALENDAR

Jan. 13-14—Illinois Bakers Assn., Orlando Hotel, Decatur; sec., M. B. McClelland, 221 W. Prairie Ave., Decatur, Ill.

Jan. 20-22—Pennsylvania Bakers Assn. annual convention, Hotel Roosevelt, Pittsburgh, Pa.; sec., Theo. Staab, 600 N. Third St., Harrisburg, Pa.

Jan. 20-22—Ohio Bakers Assn.; Carter Hotel, Cleveland, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus 15, Ohio.

Jan. 27-28—Tri-State Bakers Assn.; Jung Hotel, New Orleans, La.; sec., Sidney Baudier, Jr., 624 Gravier St., New Orleans.

Jan. 27-29—Potomac States Bakers Assn., Lord Baltimore Hotel, Baltimore, Md.; sec., Edwin C. Muhly, 1126 Mathieson Bldg., Baltimore 2, Md.

Feb. 15-17—Bakers Association of the Carolinas, The Carolina, Pinehurst, N.C.; sec., Louise Skillman, 2608 Portland Ave., Charlotte, N.C.

March 3—Bakery Equipment Manufacturers Assn., Edgewater Beach Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

March 3-5—New York State Association of Manufacturing Retail Bakers, Inc., Hotel Sheraton, Rochester, N.Y.; sec., Roy A. Hock, 3524 East Ave., Rochester, N.Y.

March 4-7—American Society of Bakery Engineers, Edgewater Beach Hotel, Chicago, Ill.; sec., Victor E. Marx, Room 1354, LaSalle-Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill.

March 17-20—Associated Retail Bakers of America, Hotel Roosevelt, New Orleans; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago, Ill.

March 28-30—Southern Bakers Assn., Vinoy Park Hotel, St. Petersburg, Fla.; sec., Benson L. Skelton, 703 Henry Grady Bldg., Atlanta 3.

March 31-April 2—Texas Bakers Assn., Hotel Gunter, San Antonio, Texas; sec., William Baird, Room 1134, National Bldg., Dallas, Texas.

April 19-21—Rocky Mountain Bakers Assn., Brown Palace Hotel, Denver, Colo.; sec., Fred Linsenmaier, Box 871, Denver 1, Colo.

April 29-May 1—Pacific Northwest Bakers Conference; sec.-mgr., Roger Williams, 1138 Jefferson St., Salem, Ore.

May 5-7—Oklahoma and Arkansas Bakers Assn., Lake Murry Lodge, Ardmore, Okla.; sec., J. C. Summers, Oklahoma A&M College, Okmulgee, Okla.

May 6-7—Minnesota Bakers Assn., Radisson Hotel, Minneapolis; sec., James M. Long, 623 Fourteenth Ave. S.E., Minneapolis 14, Minn.

May 11-13—Southwest Bakers Assn., Hilton Hotel, Albuquerque, N.M.; sec., J. R. L. Kilgore, Box 127, Albuquerque, N.M.

May 13-15—Biscuit & Cracker Manufacturers Assn. and Independent Biscuit Manufacturers Assn., the Plaza Hotel, New York City; sec., Walter Dietz, Biscuit & Cracker Manufacturers Assn. of America, 20 North Wacker Drive, Chicago 6, Ill.

May 14-15—Iowa Bakers Assn., Fort Des Moines Hotel, Des Moines, Iowa; sec., Walter Dolch, Morning Glory Bakery, 107 S. Main St., Maquoketa, Iowa.

May 19-23—American Association of Cereal Chemists, Sheraton-Palace Hotel, San Francisco, Cal.; sec., Clinton L. Brooke, Merck & Co., Inc., Rahway, N.J.

June 8-10—Pennsylvania Bakers Assn., mid-year convention; Hotel Bedford Springs, Bedford, Pa.; sec., Theo. Staab, 600 N. Third St., Harrisburg, Pa.

June 17-19—The Bakers Association of the Carolinas, the Mayview Manor, Blowing Rock, N.C.; sec., Louise Skillman, 2608 Portland Ave., Charlotte 6, N.C.

June 23-26—Potomac States Bakers Assn., The Cavalier, Virginia Beach, Va.; sec., Edwin C. Muhly, 1126 Mathieson Bldg., Baltimore 2, Md.

June 27-July 2—Bakery Equipment Manufacturers Assn., Manior Richelleu, Murray Bay, P.Q., Canada; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

July 28-31—West Virginia Bakers Assn., Greenbrier Hotel, Charleston; sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston.

Sept. 15-17—Southern Bakers Assn., Atlanta Biltmore Hotel, Atlanta, Ga., pres., Benson Skelton, 703 Henry Grady Bldg., 26 Cain St. N.W., Atlanta, Ga.

Sept. 22-24—Wisconsin Bakers Assn., Wausau Hotel, Wausau, Ws.; exec. sec., Fred H. Laufenburg, 161 W. Wisconsin Ave., Milwaukee.

Oct. 19-23—American Bakers Assn., Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Dr., Chicago 6, Ill.

Oct. 20—Bakery Equipment Manufacturers Assn., Hotel Sherman, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

SANDWICH MONTH

(Continued from page 45)

al, IGA, Big Bear, American Stores, Red Owl and others. Bakery support also emerged with top representation by Interstate, Continental, Lowenberg, Spaulding, Michigan Bakeries, Van de Kamp, White, American, Kappus, Harding, Erickson, Gardner, and the bakers of Sweetheart and Holsum breads. Participant-sponsors included such companies as Swift, Armour, Coca-Cola, Campbell Soup, H. J. Heinz, Standard Brands, Procter & Gamble, Kraft, Borden, and many others.

National sandwich month thus continues to exceed in almost every department the record of other promotions—serving as the year's biggest campaign in behalf of all foods in every type of retail outlet, including restaurants, the MNF reported in its Hookup.

More than 8,000 column inches of clippings were received on the sandwich idea contest alone—representing publicity valued at more than a quarter of a million dollars. National magazines once more featured sandwiches in issues with circulation totaling more than 51 million copies—enough to reach every home and every reader in America several times.

"With Standard Brands taking responsibility for the contest, mills with bakery flour interest may want to alert their sales forces," the federation suggested. "The staff of the Wheat Flour Institute would appreciate comment and suggestions for the 1957 campaign. It is not too early to make plans for effective advertising, merchandising and sales promotion for next August."

—BREAD IS THE STAFF OF LIFE—

\$100,000 FIRE LOSS

ERIE, PA.—The warehouse and office of the National Biscuit Co. at Erie were destroyed by fire recently, with the loss placed at \$100,000.

Euclid Claussen, Southern Baker, Dies

AUGUSTA, GA.—Euclid Claussen, 67, prominent baking executive and civic leader, died recently following a heart attack while on a business trip.

For a number of years Mr. Claussen and his brother George F. Claussen, who died in 1947, owned and operated the H. H. Claussen's Sons, Inc., Bakery, which under their management was expanded to include plants in Charleston, Columbia and Greenville, S.C., as well as Augusta and Savannah in Georgia. The original Claussen Bakery was established in Charleston, S.C., in 1841.

Mr. Claussen succeeded his brother George as president of the Claussen baking companies and held that position until the time the business was bought by a newly organized company known as the Claussen Bakeries, Inc., of which Sanford V. Epps, Augusta, Ga., is president.

Mr. Claussen had extensive farming and cattle raising interests. He was known for his participation in a number of outdoor sports and hobbies, including hunting, fishing, and raising of fine pedigreed dogs. In a number of field trials his championship dogs had won top honors and were well-known throughout the sporting world.

Mr. Claussen is survived by his brother, J. C. Henry Claussen and nephews George F. Claussen, Jr., Ward S. Claussen, and Henry H. Claussen, and nieces Mrs. Norman Boatright and Mrs. R. O. Barton, Jr.

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FOR LIBRARIES AND COMPANIES with microfilm facilities, The American Baker is now available in microfilm form, beginning with volume 18, covering the complete set of issues for the year 1950 and continuing through volume 21, for the year 1953. Subsequent volumes will be issued annually by University Microfilms, Ann Arbor, Mich.

One of the most pressing problems facing all types of libraries is that of providing adequate space for a constant flood of publications. Periodicals pose an especially difficult problem because of their bulk and number. For this reason, many libraries and other users of microfilm equipment are substituting microfilm editions for their paper copies after the latter have passed their period of maximum use.

The microfilm is in the form of positive microfilm, furnished on suitably labeled metal reels, each covering an entire volume. Orders should be addressed to University Microfilms, 313 N. First Street, Ann Arbor, Mich. The cost of each yearly edition is approximately \$3.55.

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Advertisements in this department are 15¢ per word; minimum charge, \$2.55. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

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500 pages of sound information covering bread and cake production\$5.00

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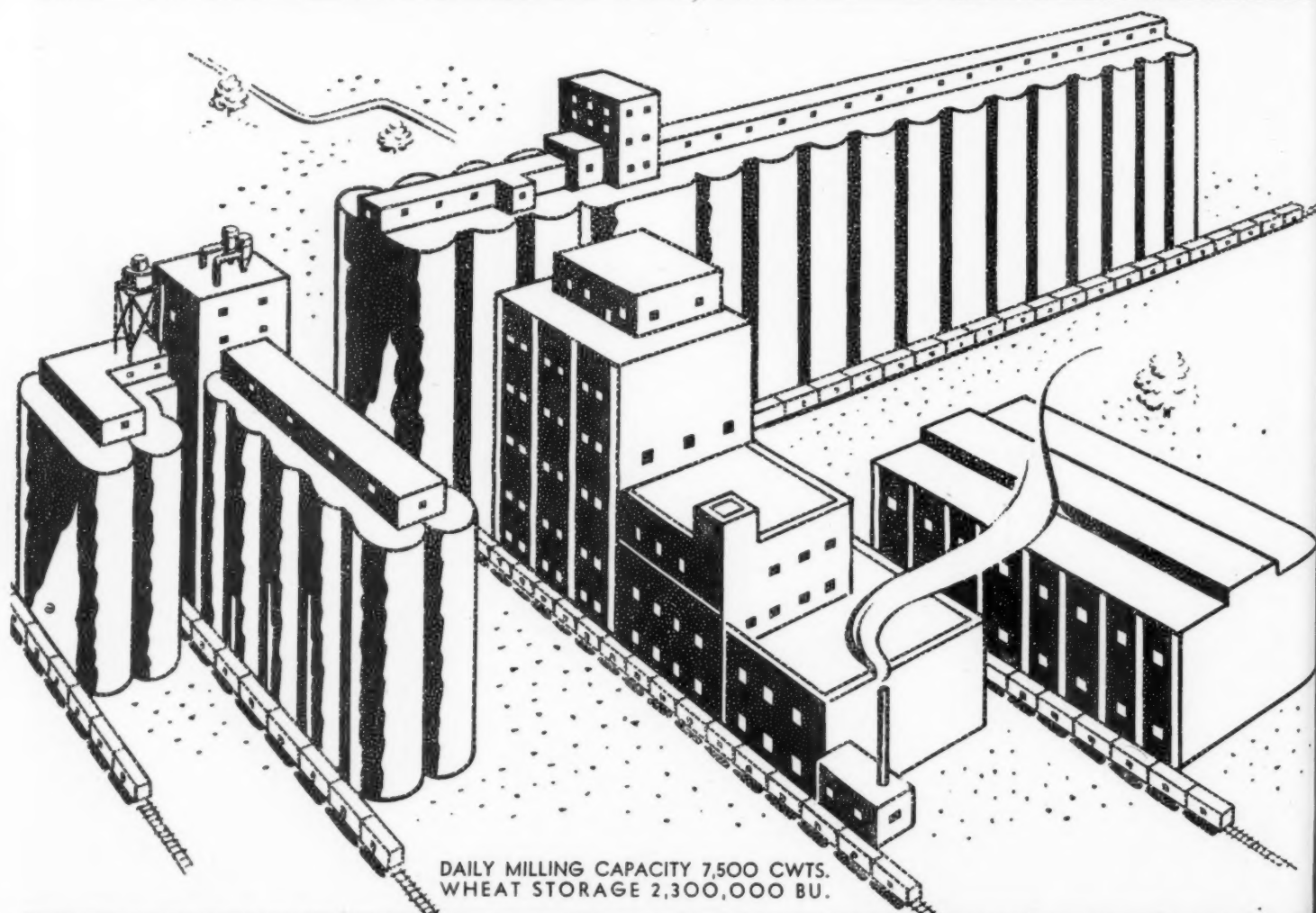
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Precise exactness in every detail throughout
every step assures consistent uniformity
in the production of the world's finest flours.



The Kansas Milling Company
WICHITA, KANSAS

"If it's **I-H** milled it's good flour"



I-H

Good wheat for I-H flours is never "out of line" for our mills are located to draw wheat without penalty from four major wheat states—Oklahoma, Kansas, Colorado and Nebraska. That's one reason for unvarying I-H quality.

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King Midas

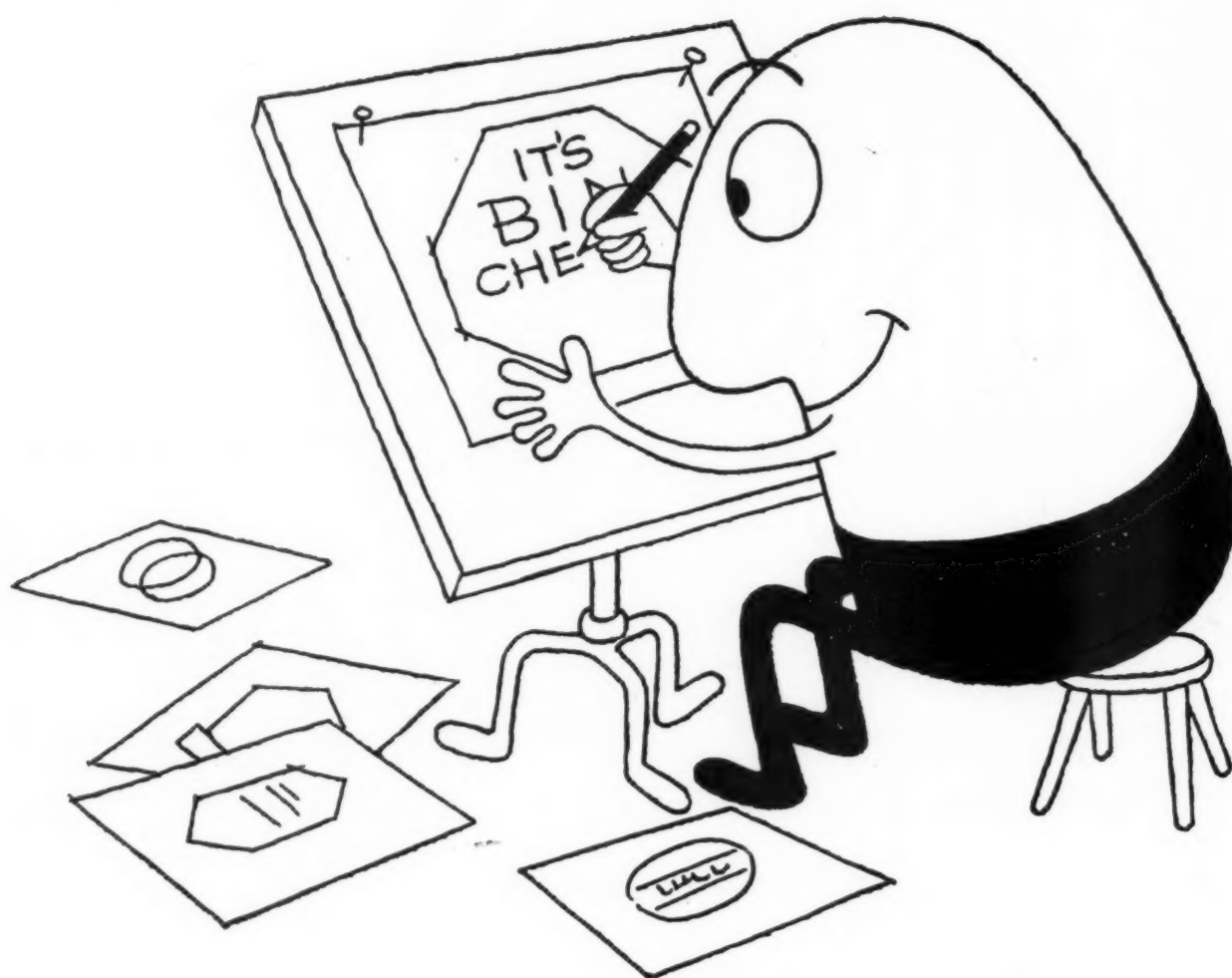
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Everybody talks uniformity... **ATKINSON** delivers it



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*Four
separate milling units
at the same location*

**...to serve
bakers with**

- 1 SPRING AND HARD
WINTER WHEAT FLOURS**
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*F*ROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

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Nevare E. Peterson

Rap-In-Wax Promotes 2 in Sales, Personnel

MINNEAPOLIS—Two promotions at Rap-In-Wax Paper Co. were announced recently by William E. Zimmermann, executive vice president of the company. Nevare E. Peterson, formerly personnel manager for Rap-In-Wax, now becomes sales service engineer, and Gene S. Kreidler, formerly a specialist for the company in handling raw materials control, has been named personnel manager.

A graduate of Central High School and the Minnesota School of Business in Minneapolis, Mr. Peterson has been with Rap-In-Wax since 1955. As sales service engineer he will trouble-shoot for customers of Rap-In-Wax, servicing the various lines of flexible packaging materials manufactured by the company.

Mr. Kreidler is a graduate of high school in Herman, Minn., and of Gustavus Adolphus College at St. Peter, Minn., majoring in business administration there. He has been with Rap-In-Wax since January, 1956.

—BREAD IS THE STAFF OF LIFE—

WISCONSIN BAKER DIES

MILWAUKEE—Leo Rewald, 61, a past president of the Milwaukee Retail Bakers Assn., and a vice president of the Wisconsin State Bakers Assn., died recently of a heart attack at his home. Mr. Rewald operated a retail bakery in Milwaukee 30 years, and was originally from Poland, having come to the U.S. in 1914.

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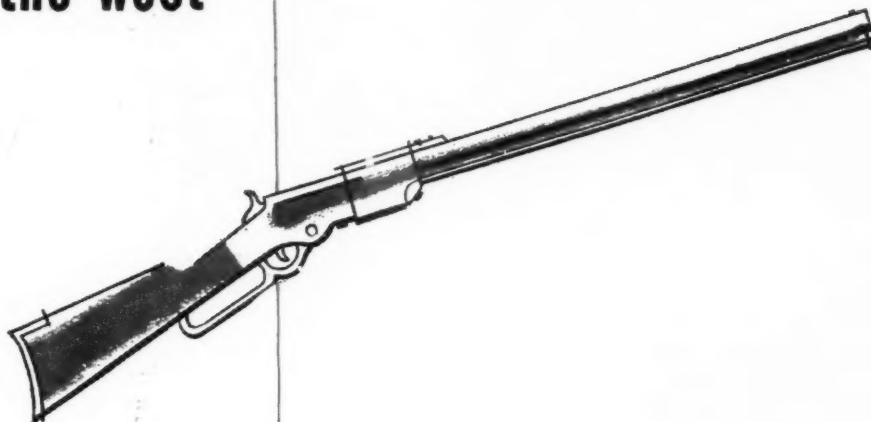
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